



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 19, 2022

Brianna Leary
Regulatory Associate
Reckitt Benckiser LLC
Electronic Transmittal: rbna@rd.com

Subject: Notification per PRN 98-10 – Add Marketing Claims
Product Name: White
EPA Registration Number: 777-128
Received Date: July 14, 2022
Action Case Number: 00378444

Dear Brianna Leary:

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) lists 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 Assurance.

If you have any questions, you may contact Joe Daniels via email at daniels.joseph@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "John Hebert".

for

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

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

Alkyl (40% C12, 50% C14, 10% C16) dimethyl benzyl ammonium chloride	0.960 %
Octyl decyl dimethyl ammonium chloride	0.720 %
Diocetyl dimethyl ammonium chloride	0.288 %
Didecyl dimethyl ammonium chloride	0.432 %

OTHER INGREDIENTS: 97.600 %

TOTAL: 100.000 %

(^a See (back)(side)(panel) for (full)(inert) ingredient statement)

KEEP OUT OF REACH OF CHILDREN

DANGER: See (back) (side) panel for additional precautionary statements and full First Aid.

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 5 minutes, then continue rinsing eye. Call a Poison Control Center or doctor for treatment advice. Have the product label with you. In case of an emergency, call (toll free) (1-800-228-4722) (1-800-677-9218).

<< Note to Reviewer: In accordance with 40 CFR 156. 68(d), first aid statements corresponding to the If on skin route of exposure may appear on a panel other than the front panel, with an accompanying referral statement on the front panel to the full list of prescribed first aid and 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
150 FL. OZ. (4 QT. 22 FL. OZ.) 4.43 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)	475-MO-001 (Y) (YY)	777-GA-001(Y) (YY)
11525-IL-001 (Y) (YY)	777-PA-001(Y) (YY)	777-PO-001 (Y) (YY)
13891-IN-001 (Y) (YY)	777-MO-002 (Y) (YY)	777-IL-001 (Y) (YY)
69209-MA-001 (Y) (YY)	54487-GA-001 (Y) (YY)	475-PA-001 (Y) (YY)
74291-MO-001 (Y) (YY)	498-IL-001(Y) (YY)	66397-OK-001 (Y) (YY)
777-POL-001(Y)(YY)	11525-RI-001 (Y) (YY)	XXXX-YY-XXX (Y) (YY)
61203-MA-001 (Y) (YY)	58996-MO-001 (Y) (YY)	
33590-MA-003 (Y) (YY)	312-WI-003 (Y) (YY)	

(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) (/) (Date) (code) (EPA) (Est.) (Establishment) (#) (No.) (Number)

<< 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 (visit) (www.rbnainfo.com)
(Want more info on ingredients (& tips)(,) visit www.rbnainfo.com)
(US Patents: (www.rb.com/patents) (www.reckitt.com/patents))
Distributed by: (Reckitt Benckiser (LLC)) (Reckitt), Parsippany, NJ 07054(-xxxx)
(Made in {insert country}) © {insert year} (RB) (Reckitt Benckiser) (RB) (LLC)

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:
07/19/2022

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 place holder for a number between 0 to 150.
The term "Y" is a place holder for a character A – Z.

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



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

Contains no phosphates

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

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

<< VOLUNTARY INGREDIENT DISCLOSURE SECTION >>

(α) (Inert) Ingredients: Water, C12-16 Alcohols Ethoxylated, (Fragrance/Parfum), Sodium Bicarbonate, Sodium Carbonate, (Colorant)

<< Note to reviewer: Ingredient listed in descending order >>

Want more info on ingredients (& tips)(,) visit www.rbnainfo.com

<< 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^[1,2]) (Gentle(r)^[1,2]) (Strong(er)^[1,2]) (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^[1,2]) loads

(Offering) (you) (Now with) X% (fl. oz.) (x) (Free) (Bonus) (More^[1,2]) (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)

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

<< FRAGRANCE CLAIMS >>

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

Available in {insert fragrance claims}
(Free) (and / &) (Gentle) (Natural) (No) (Scent) (Sport) (Unscented) (Fragrance) (Variant)
Free (and / &) Clear << Note to reviewer: This claim must only be used for approved formula without fragrances and/or dyes >>
(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)) << Note to reviewer: This claim must only be used for approved formula without fragrances and/or dyes >>
(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 and/or dyes >>
Achieve(s) (true) freshness
Approved to ({insert claims from Sanitization Section}) ({insert claims from Disinfection Section})
Bedding and towels collect germs**
Bleach free (formula)
Brand New Day
Chlorine free

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The term "x" is a place holder for a number between 0 to 150.
The term "Y" is a place holder for a character A – Z.

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)
Contains (tropical) (fresh) (&) (fruity) (scents) (notes) (fragrances)
Diapers blow out
Does not cause fading (of) {insert soft surface use sites – See Appendix 2} (fabrics) (clothing) (garments)
Does not damage {insert soft surface use sites – See Appendix 2} (fabrics) (clothing) (garments)
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
(For) (Enjoy) (tropical) (fresh) ({insert fragrance claim}) smelling laundry
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
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)
(Help(s)) (keep(s)) (leaves) your laundry smelling (like a) (clean) (tropical escape) (tropical fresh) (rainforest breeze) ({insert fragrance claim}) (use after use) (after every use) (wash after wash) (after every wash)
(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)
Laundry (Sanitizer) (and / &) (Disinfectant^{**})
Leaves no stains on clothes
Leaves your laundry with a (clean) (tropical escape) (tropical fresh) (rainforest breeze) ({insert fragrance claim}) (scent) (use after use) (after every use) (wash after wash) (after every wash)
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) (with every wash) (every time)
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})
(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)

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(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 available in (finely crafted) exotic fragrances
(Now) Surprisingly Fresh (Scent)
Odor (defense)(eliminator)(elimination)
(Part of) (Explore) (Discover) (Try) (our) (new) finely crafted exotic fragrances
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 (pick up)(accumulate) bacteria
Soft scent
Specially (designed)(formulated)(crafted)
Sport
(Contains) The power of Lysol®
Tropical (fresh) (&) (fruity) (scents) (notes) (fragrances)
(Trust us to) care for your baby's {insert laundry surfaces from Appendix 2}
Unlocks Freshness
Use as an additive
(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 between (garments)(clothes) in the same (wash)(load))
With (patented) odor (control)(eliminating)(eliminator)(neutralization) (technology)
With (fresh) (Tropical Escape) (Rainforest Breeze) (insert Fragrance Claim) (scent) (notes)

<< MARKETING CLAIMS – Specific Seasons >>

<< BACK TO SCHOOL >>

(1) (2) (3) (x#) for Home (/) (1) (2) (3) (x#) for School (+)
(1) (2) (3) (x#) for School (/) (1) (2) (3) (x#) for Home (+)
(1) (2) (3) (x#) for Mom (/) (1) (2) (3) (x#) for (the) Teacher (+)
(1) (2) (3) (x#) for (the) Teacher (/) (1) (2) (3) (x#) for Mom (+)
(1) (2) (3) (x#) for Home (/) (1) (2) (3) (x#) for (the) Teacher (+)
(1) (2) (3) (x#) for (the) Teacher (/) (1) (2) (3) (x#) for Home (+)
(X)(%) free for (your) (school)(class) (and / &) (college)(university)
(An) (Important) school supply checklist (item) (+)
Add (Lysol®) to your back to school (shopping list) (+)
(An) (Important) school supply checklist (item) (+)
Back to school (item) (pack) (supply) (value pack) (+)
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)

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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) (+)
(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 (+)
Put Lysol® on your school supply list (+)
Scan your receipt
(Teacher's) School Supply Pack (+)
Your teacher(s) love(s) Lysol®

(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

(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.

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)

(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)

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(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
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 21°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)

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The term "Y" is a place holder for a character A – Z.

<< DEODORIZING CLAIMS >>

(X) (weeks) (days) of freshness
Add a fresh (clean) scent to your laundry
(Advanced) (12) (hour) (odor) (freshness) (protection)
Conditions (and / &) (soften(s)) fabrics
(Controls) (Prevents) the growth of odor-causing bacteria (for up to (3) (5) (10) days)⁴
Deodorize(s) in (just) one cap(ful)
Deodorize(s) (laundry machine) (and / &) (clothes) (with) (odor control) (technology)
(Deodorizes)(Neutralizes) (odors) by (killing) (eliminating) (removing) 99.9% of 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
(Freshness) (fresh) (from) (that lasts) wash to (wear) (wash) (^)
(Freshness) (fresh) that lasts (from wash to (wear) (wash)) (for 14 days) (for 2 weeks) (^)
Give your clothes the ultimate Lysol® experience
(Great)(Designed) for (eliminating)(removing) (odors)(odor-causing bacteria) (from) ({insert laundry surface from Appendix 2})
(Helps)(Avoid(s))(Reduce(s)) (your) (clothing)(clothes) from cross-contamination in the (washer)(washing) machine
Helps soften your clothes
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})
Kills (99.9% of) odor (-) causing bacteria (-) (freshness) (fresh) (that lasts) (from wash to wear) (^)
Lasting (fresh) (freshness) (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) ^[1,2]
(Our) (most) (powerful) (best) (strongest) odor (eliminator) (remover) (neutralizer) ^[1,2]
Prevents musty odors from forming on (wet) (forgotten) (clothing) (laundry) (left in the washer)
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) (everyday) (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

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(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})

(Helps)(Avoid(s))(Reduce(s)) (your) (clothing)(clothes) from cross-contamination in the (washer)(washing) machine

(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*** 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 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†††

Kills 99.9% of bacteria*** while remaining (gentle)(soft) on (your)(most)(fabrics)(clothes)

Reduce(s) 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)

(This product) kills 99.9% of Staphylococcus aureus*** that may cause skin infections

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

3-In-1: Softens, Sanitizes*** (and / &) Disinfects[** or ††]

3-In-1 Solution: Deodorize(s), Sanitize(s)*** (and / &) Disinfects[** or ††]

(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)**

(Disinfectant)(Disinfects)** and softens (in pre-soak)

Disinfect** (for) X(x) (More[1,2]) 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)** 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

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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)
(Now) tested (and proven (effective)) to kill (the) (COVID-19 virus3) (SARS-CoV-2)†† (in pre-soak)
(Now) tested (and proven (effective)) against (the) (COVID-19 virus3) (SARS-CoV-2)†† (in pre-soak)
(Now) tested (and proven (effective)) to help (reduce the spread of) (the) (COVID-19 virus3) (SARS-CoV-2)†† (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) Kills 99.9% of (Staphylococcus aureus) (and / &) (Pseudomonas aeruginosa)** (in your laundry) (in 15 minutes) (in pre-soak)

<< USE DIRECTIONS >>

<< Note to Reviewer: Each capful has 75mL. Either the capful or the mLs use direction will be on the final product label >>

(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) (Soft)(Fabric)(Surfaces)(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. Submerge completely and 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)) (To (control) (prevent) the growth of odor-causing bacteria)

(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]

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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.

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. 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 2 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) >>

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<<APPENDIX 1>>

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

- (*) Confirm school policy allows for use and / or donation of product(s). Adults must deliver donations (directly) to schools.
 - 1 compared to {insert Brand Name}
 - 2 (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).
- ^ provides ((at least) (up to) (2) (two) weeks of lasting freshness) (lasting freshness for (up to) (at least) (2) (two) weeks)
- 4 When used as directed in the rinse cycle

<< Disinfection – Viruses in pre-soak >>

- †† Kills {insert 5 minute disinfection – viruses from Appendix 1} (on laundry surfaces) (in 5 minutes) in pre-soak.
- (3) Kills SARS-CoV-2 (on laundry surfaces) (in 5 minutes) in pre-soak

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

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** 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) at 21°C

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)
Aggregatibacter aphrophilus	(7901)	2009-H1N1 Influenza A Virus (H1N1) Strain A/Mexico/4108/2009	(CDC-2009712192)
Staphylococcus saprophyticus	(15305)	Influenza B Virus (Strain B/Hong Kong/5/72	(VR-823)
		Respiratory Syncytial Virus (RSV)	(VR-26)
		SARS-CoV-2 (USA-WA1/2020)	
<< 15-min Sanitization – Bacteria on laundry >>			
Klebsiella pneumoniae	(4352)		
<< 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	Linens	Shirts
Bath Rug	(Moist) (Sweaty) clothes (fabrics)	Socks
(Bedding) (Bed) (Sheets)	Nylon (garments) (clothes)	Swim wear
Blouses	Nylon / Polyester (garments) (clothes)	Synthetic fabrics (clothes)
Clothing	Pajamas	Onesie(®)
Cotton (garments) (clothes)	Pants	Towel(s)
Cotton / Polyester (garments) (clothes)	Jeans	Travel laundry
Delicates	Polyester (garments) (clothes)	Undergarments (Underwear)
Fabrics ^{^^}	Polyester / Spandex (garments) (clothes)	
Garments	Rayon (garments) (clothes)	
(Gym) (Sports) (clothes) (garments)		

^{^^}in direct contact with skin

Fabric material types

Cotton	Nylon	Spandex
Lycra	Polyester	
Microfiber	Rayon	

<< **APPENDIX 3** >>

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

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

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