



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 7, 2016

Arjun Channi
Regulatory Strategy Lead
Reckitt and Benckiser LLS.D/B/A Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225

Subject: Notification per PRN 98-10 – To update label language
Product Name: Phoenix Wipes
EPA Registration Number: 777-129
Application Date: September 27, 2016
Decision Number: 522537

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 that reads "E. Miederhoff".

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

<< FRONT PANEL >>

ACTIVE INGREDIENT:

Alkyl (50% C₁₄, 40% C₁₂, 10% C₁₆) dimethyl benzyl ammonium chloride 0.355%

OTHER INGREDIENTS: 99.645%

TOTAL: 100.000%

KEEP OUT OF REACH OF CHILDREN

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

| | | | | | | | | | | |
|-----------------|----|----|----|----|----|-----|-----|-----|-----|--------|
| (NET CONTENTS:) | 1 | 20 | 31 | 38 | 72 | 79 | 102 | 109 | 175 | 330 |
| | 2 | 25 | 32 | 40 | 73 | 80 | 103 | 110 | 200 | 500 |
| | 9 | 26 | 33 | 45 | 74 | 85 | 104 | 115 | 210 | X |
| | 10 | 27 | 34 | 56 | 75 | 90 | 105 | 120 | 225 | 75 + 5 |
| | 12 | 28 | 35 | 60 | 76 | 95 | 106 | 140 | 240 | X + X |
| | 15 | 29 | 36 | 70 | 77 | 100 | 107 | 150 | 250 | |
| | 16 | 30 | 37 | 71 | 78 | 101 | 108 | 160 | 300 | |

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

| | | | |
|----------|----------------------|--------------------|-------------------------|
| Pouch | Count | Wet cloths | Container |
| Canister | Individually Wrapped | Wet wipes | Pack |
| Box | Pre-Moistened | Wet wipe rolls | Peel & reseal (package) |
| CT | Towelettes | Wet mopping cloths | Package |
| Wipes | Floor | Refill | Resealable |
| | | Disposable | Reusable |

(Does not include weight of dry wipe)

(Includes weight of absorbent (wet) (mopping) (wipe) (cloth)) (__ OZ.) (__ LB. __ OZ.) (__ g)

<< FRONT / BACK PANEL >>

| | | | | |
|---------------|-----------------------|------------------------|-----------------------|----------------------|
| EPA Reg. No.: | 777-129 | | | |
| EPA Est. No.: | 777-NJ-2 (Y) (YY) | 777-IL-1 (Y) (YY) | 52631-NJ-001 (Y) (YY) | 8251-WI-003 (Y) (YY) |
| | 777-MO-001 (Y) (YY) | 777-POL-001 (Y) (YY) | 41925-WI-001 (Y) (YY) | 8251-WI-005 (Y) (YY) |
| | 777-PA-001 (Y) (YY) | 082206-NY-003 (Y) (YY) | 475-MO-001 (Y) (YY) | |
| | 70930-PA-001 (Y) (YY) | 50757-WI-1 (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-xxx-xxx-xxxx)

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

Made in U.S.A. © {year} RB

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

Contains no (phosphates) (ammonia) (silicones)

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

NOTIFICATION

777-129

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:

12/07/2016



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

<< **BACK PANEL – Optional text** >>

Important facts (about this product):

IMPORTANT: For directions for use and first aid instructions in Spanish, please call 1-877-843-3817.

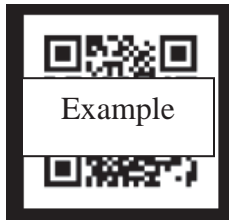
<< Spanish Translation >>

IMPORTANTE: Para instrucciones de uso y primeros auxilios en español por favor llame al 1-877-843-3817.

Learn more about (the importance of good hygiene habits) (and) (the appropriate use of sanitizers) (in good hygiene) (and the many ways that Lysol® is promoting good hygiene habits) (for your family and community)

(Be a Part of Lysol®) (Learn more about Lysol®)

Recycle Symbol



(Use your phone to) (and) (or) (scan) (the) (tag) (or) (this code) (to learn) (or) (to) (see) (more) (uses) (or) (information) (videos) (on how to use) (this product) (for) (how to) (tips)

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

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

(Better) (improved) (cleaning)
(Now) (Improved) (More) (Better) (cleaning power) (performance)
New (colored) (wipe) (wet) (mopping) (cloth)
(New) (improved¹) (long lasting) (longer lasting¹) (lighter¹) (refreshing) (softer¹) (gentle) (fragrance) (scent) (Cleaning Performance¹)
(New) (improved) (stronger¹) (thicker¹) (better¹) (revolutionary) (innovative) {insert or qualify pattern / texture – See Pg. 12-13}
(wipe) (for a(n) (deep) (advanced) (better¹) (complete) (amazing) clean(ing))
(New) {insert pattern / texture – See Pg. 12-13} cleans (picks up)
(New) {insert pattern / texture – See Pg. 12-13} for (better) (easier) cleaning
(New) {insert pattern / texture – See Pg. 12-13} that traps (and locks) (more) (messes)
(New) Low-Streak Formula
(New) Lower-Streak Formula
New lower streak formula that leaves less streaks than before, even on your shiniest surfaces
(New) (wipe) (wet) (mopping) (cloth) {insert pattern / texture – See Pg. 17-18} (traps) (locks) (locks in) (picks up) (more)
(insert soils / allergens – See Pg. 17-18)
(New Size) (New Large Size) (New X-tra Large Size) (Wipe) (Cloth) (Canister) (Package)
(New) tougher (wipe) (wet) (mopping) (cloth) (for tougher cleaning) (for your tougher jobs)

<< **FRAGRANCE CLAIMS >>**

| | |
|-------------------------|-------------------------|
| Lemon (Citrus) | Summer Fresh |
| Lemon & Lime Blossom(s) | Sunset Essence |
| Lime | (Breeze) (Scent) |
| Orange | (Blossom(s)) |
| Citrus | (Fresh) (Clean) (Scent) |
| Citrus Meadows | |
| Original | |

<< **PACKAGING CLAIMS >>**

(x) (Free) (Wipes) (Cloths)
(x) more (extra) (wipes) (cloths) (free)
(x) (Multi) (Pack) (Canister) (Package)
(x) (%) Free (Wipes) (Wet) (Mopping) (Cloths)!
(x) (%) (More) (Wipes) (Mopping) (Cloths) (Value) (*) (when compared to (x) ct (canister) (package)) ((*vs. Lysol Sanitizing Wipes) ({insert brand name}) (x) (ct)
(x) (Wipes) (Cloths) for the price of (x) (!)
(X) (X Pack) (X Wipes)
X Wipes + X Wipes (=) X Wipes
(+) (x) (Pack) (Free) (Wipes)
2 (for) (in) 1 Pack (!)
2-Go
(2) (3) (X) Scent(s) (pack)
2x value (!)
(3) (Canisters) (Packages) (Each) (Total)
100% (More) (!)
(30 (Wipes) (Cloths) Free!)
(110 (Wipes) (Cloths) for the price of 80)
Basic
Basic Wipes

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(Bonus) (Amazing) (Economy) (Great) (Jumbo) (Larger) (Mega) (Portable) (Super) (To Go) (Travel) (Trial) (Tub) (Value)
(Refill) (Size) (Range) (Pack) (Package)
(Bonus) (Free) (X) (Wipes) (Wet) (Mopping) (Cloths)
Bonus Pack 35% (More) (Wipes) (Cloths)!
Bonus Pack X% (More) (Wipes) (Cloths)!
(Bonus)(X%)(Free)
(Bonus Pack) (With) (Free Canister) (Free Package) (Free Pouch)
(Buy __ Get __ Free!) (Total _____ Wet (Wipes) (Mopping) (Cloths)) (1 x 28) (1 x 35) (__ x __)
Buy (X) (plus) (and) get (a) Bonus (Wipes) (Cloths) (Canister) (Package)
Convenient
(ct) (Wipes) (Wet) (Mopping) (Cloths)!
Sanitization (Value) Pack
Dispenses one (wipe) (cloth) at a time
Easy open (easy fill)
Easy to carry around the house
Effortless dispensing (!)
Extra Value at no Extra Cost (!)
Fills (x) (ct) (size) (wipe) (cloth) (canisters) (peel & reseal) (package) (packages)
FREE SAMPLE – NOT FOR RESALE
Limited time value (pack)
(More) value, same price
(More) (Wipes) (Cloths) (!) (x) ct
(New) (Size) (Wipe) (Canister)
Not for retail sale
On the Go
Our (best) (easiest) dispensing ever (!)
Pull Up Here
Pop-Up-Cap
Refill (x) Pack
Refills (now) available
Resealable (twin) (pack)
SAMPLE ENCLOSED – NOT FOR RESALE
(Tear) (open) (here) (to open)
Try Me (For) Free (Rebate)
Use in (x) ct (canister) (peel & reseal) (pack) (package)
(Wipes) (Wet) (Mopping) (Cloths) (Refill) (Value) (x) (Pack) (Package)
Wow (!)

<< MONEY BACK GUARANTEE CLAIMS >>

See the difference in cleaning tough soils or it's free. For purchases made between {insert date} and {insert date}. Refund offer valid is U.S. only and must be postmarked by {insert date}. Limit one refund per person or household. Void where prohibited. Visit {insert website} for full details.

Experience the (cleaning) difference (in) (of) ({insert Lysol® brand name}) ({this product}) (for yourself) (or it's free) (or your money back) (guaranteed).

Money back guarantee

Satisfaction guaranteed (or it's free)

See the (cleaning) difference (in) ({insert Lysol® brand name}) ({this product}) (or it's Free)

Switch and see the (cleaning) difference (challenge) (or your money back) (satisfaction) (guaranteed) (or it's free)

(Take the) Best wipe challenge (see the difference) (or it's free)

(You can) (see the difference in) ({this product}) (or it's free)

(You can) See the (cleaning) difference (or it's free)

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<< PURCHASE / SCHOOL SUPPLY PACKAGE CLAIMS >>

Back to school (item) (special) (value) (limited time) (limited edition) (pack) (1)

Back to school Supply Value Pack (1)

(Buy) (x) for Teacher / (x) for Home (1)

(Buy) (x) for Home / (x) for Teacher (1)

(Buy) (x) for Kitchen / (x) for Bath / 1 for Living Room)

(Buy) (x) for School / (x) for Home (1)

(Buy) (x) for Home / (x) for School (1)

(Buy) (x) for Home / (x) for Office

(Buy) (x) for Office / (x) for Home

Buy 3 Get 1 Free (for) (to) (give) (to) (your) (School) (Classroom) (Teacher) (1)

Get ready for back to school (1)

Great value for back to school

(Important) school supply checklist (item) (1)

(Key) Back to school shopping list (item) (1)

School Supply Pack (1)

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

(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)

<< WIPE CONSTRUCTION / SIZE CLAIMS >>

(x) times the size

(x) (times) (bigger) (larger) (than) (a) (your) (our) (regular wipe) (regular cloth)

(x) % larger (wipe) (cloth)

2-in-1 (Wipe) (Wet) (Mopping) (Cloth)

A whole new kind of (wipe) (wet) (mopping) (cloth)

All that you expect from your current (wipe) (wet) (mopping) (cloth), plus now you can trap and lock (more) messes

Built-in (Micro) (tough) scrubbing fibers

Built-in Scrubbing Fibers help clean away tough stains (like soap scum) (and) (baked on grease)

(Durable) (and) (super) (absorbent)

Each pre-moistened disposable wipe has a (scrubbing) (abrasive) side for (tough stains) (tough jobs) (like) soap scum

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and grease and a softer side for wiping away everyday messes.
Easy (lift) (wipe(s))
Extra large wipe for larger messes in your kitchen or bathroom
Feel the strength
(Great) (Designed) (Built) for tough (messes) (cleaning)
(Great) (Designed) (Built) (Tough) (Textured Design) for your toughest clean(ing) (job(s))
Interlocking weave that (traps) (and) (locks) (more) messes. Just wipe and throw away. (It's that easy.)
(Larger) (bigger) (longer) than ever
Large (Size) Sanitizing (wet) cloths
Microlock Fibers (fiber) (weave) (grooves) (pattern)
(Mops) (and) (Scrubs) (and) (Wipes)
Non-abrasive
One (patterned) (textured) side of the wipe traps (and) (&) locks (challenging) (more) (messes including) (dirt) (dust) (crumbs) (and) (even) (hair) (for) (even) (more) (cleaning power)
One side traps and locks (more) (messes), the other side wipes surfaces clean
Perfect Size for Kitchens
Scrubs like a sponge
Scrub(s)
Scrubbing
(Scrubbing) (fibers) (side) for tough messes
(Strong) (durable) (thick) (large) (larger) (tough) (wipe) (wet) (mopping) (cloth) (for) (excellent) (effective) cleaning (performance)
Strong (enough) (so) (you can) clean your (entire) (kitchen) (bathroom) with less wipes
Strong (so) (you can) (pick up more messes) (use it on more surfaces)
Strong (wipes) (cloths) are made from a new interlocking weave that trap(s) and lock(s) (residue) (including) (dirt) (dust) (crumbs) (and) (even) (hair)) (eliminating the frustration of pushing dirt around)
Textured wipe
The other side for wiping your surfaces clean
The strong wipe has a revolutionary dual texture for a(n) (amazing) (deep) (advanced) clean
Thick wipe for touch-up cleaning
Thick(er) (and) (Strong(er)) Wipe
Thick(er) Strong(er) wipe ((versus) (Vs).current Lysol® Brand (II) (x) Sanitizing Wipes)
Tough (wipe) (cloth) (for tough cleaning) (for your tough jobs)
Two-in-One (Wipe) (Cloth)
(Virtually) Lint Free
Wiping
(With) (interlocking) ({insert pattern / texture – See Pg. 12-13}) (pattern) (for) (cleaning performance) (cleaning power)
(With) (interlocking) ({insert pattern / texture – See Pg. 12-13}) (pattern) (that traps and locks more messes)
With Micro-Lock fibers
Wow(!)

<< MARKETING / FORMULATION CLAIMS >>

(Complete Clean) (Disposable) (Easy to use) (Effective) (Everyday cleaner) (Everyday use) (Great) (Household[†]) (Lysol® Brand) (Pleasant fragrance) (Ready to use) (Revolutionary) (Strong) (Touch-Ups) (Versatile) (Wipe) (Wipes) (Wiping)

(All in one) (All in one Complete) (All Purpose) (Complete) (Easy to use) (Everyday) (General Purpose) (Multi Action) (Multi Clean) (Multi-Purpose) (Multi-Surface[†]) (Multi Use) (Triple Action) (Wipes) (Cloths)

(Clean) (Cleaner) (Cleaning) (Deodorizes) (Sanitize[†]) (Sanitizer[†]) (Sanitizes[†]) (Sanitizing[†]) (Wet) (Cloth) (Cloths) (Wipe) (Wipes)

(Antibacterial[†]) (Antibacterial Action[†]) (Bactericidal^{***, †}) (Bactericide^{***, †}) (Deodorizer) (Deodorizes) (Sanitizes[†]) (Sanitizer[†])

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(Hospital) (Institutional) (Industrial) (Commercial) (Professional) (Kitchen) (Cafeteria) (Cleaner) (Deodorizer) (Sanitizer[†])
(2)(2-in-1)(3-in-1)(4 way) (Action) (Cleaning Power) (Express) (Clean & Fresh) (Multi-Action)
(Multi-Clean) (Multi-Purpose) (Multi-Surface) (Multi-Task) (Triple Action) (Glass & Surface[†]) (Kitchen[†]) (Cleaner)

(Advanced) (Beautiful) (Bright) (Brilliant) (Comfort) (Complete) (Decorative) (Dispenser) (Matches) (Décor) (Easy) (Easy (to)
Grip) (Easy (to) Store) (Easy to use) (Effective) (Ready to use) (Streak-free) (Ultra) (Versatile) (Clean) (Cleaner) (Cleaning)
Deodorizes) (Grease releaser) (With grease release action) (Glistening) (See-through) (Streak-free) (Shine) (Sparkling)
(Ultimate) (Usage)

Formulated for (hospital) (institutional) (industrial) (commercial) (professional) use[†]

A clean you can smell

(A) Shining clean you can (see) (trust)

All in one mopping solution

An efficient way to clean

Best on grease (removal)

Bleach free

Bucketless mopping system

(Fresh) burst of fragrance (and) (that's) (long) (lasting) (freshness)

Cleans as well as a(n) (all purpose) trigger (and a paper towel)

Cleans more surfaces (with just one wipe)

Clean with just a (wipe) (or) (touch)

(Clean) (and) (&) (Sanitize) (in) (with) one swipe

Clean and sanitize on the go[†]

Cleans (picks up) (traps) (locks) {insert soils / surfaces – See Pg. 12-13}

Clear dry formula

Clear drying formula (for Multiple Surfaces)

Contain(s) (no abrasives)

Contains no (Cl) (Chlorine) bleach

Contains (powerful) (effective) (fast) grease cutters

Deep Down Clean!

Delivers a Complete Clean

Sanitization[†] control (formula)

(Does not) (will not) (no) (scratch(ing) (your surfaces)

(Doesn't) (does not) (create) (leaves) (no) (strong) (harsh) (chemical) (residue) (fumes)

Dry clear (formula)

(Effective) (cleaning) (sanitizing) has never been (easy) (faster) (easier) (or) (more convenient)

Eliminates the need to push (the) dirt around

Xpress (quick dry) (dry action)^(***)

EZ Clear (technology) (formula)

EZ Dry (technology) (formula)

EZ Shine (technology) (formula)

(For) (deep) cleaning

(For) (deep) scrubbing

(For) (deep) scrubbing plus surface cleaning

For when a regular (wipe) (cloth) (just) can't get the job done

Free from (Cl) (Chlorine) bleach

(Fresh) (Clean) Scent (!)

Fresh fragrance

Gives (a) (deep) (deeper) (clean) (than a mop)

(Guaranteed) (Lysol®) freshness

Heavy (light) duty (jobs)

(Help(s)) (to) make your room Lysol® clean

Helps you finish cleaning (fast) (quickly)

Leave it out (on counter) (on countertop(s))

Leaves a fresh (Lemon) (Fresh Waterfall) (Citrus) (Floral) (Herbal) (Green Apple) (fresh) (clean) (scent)

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Leaves less streaks than before
Leaves (no residue) (a streak free shine) (a clean surface) (behind)
(Leaves) (virtually) (no) (dull) (film) (sticky) (residue)
Leaves your {insert surfaces / sites – See Pgs.12-13} with a (fresh), (clean) scent
Leaves your (house) (bathroom) (kitchen) (floor) fresh and clean
(Low Streak) (Lower Streak) (Streak free) (No streak) (Formula)
Makes cleaning easier
(Moisture) (Freshness) guaranteed
Mom tested, Lysol® approved(!)
(More) effective at cleaning your challenging everyday messes
No bleach (no dye) (no odor)
(No bottles) (no sponges) (no mess) (No bucket) (necessary)
No harsh chemical residue(s)
(No more) (eliminates) pushing dirt around
No more (pushing) (scooping) {insert soils / surfaces – See Pg. 12-13} (around)!
No rinsing required (after cleaning)
Non-abrasive formula
Phosphate free
Quick and easy[†] (cleaning everywhere)
(Quick) (Fast) (effective) cleaning
(Scents) (Fragrances) for (every room) (all round) (the) (kitchen) (house) (your home)
Simplifies (cleaning) (and) (sanitizing)
Tackles (tough) (stubborn) cleaning jobs
The cleaning power of Lysol®
(This product) is (also) great on the “go” (in {insert sites – See Pg. 12-13})
Tough cleaning power (for your difficult) (for your most challenging) (stubborn) (messes) (jobs) (stains)
(Virtually) streak free (formula) (!)
(Visible) clean
Works on (large) (small) spills
(Xpress) (rapid) (handy) (quick) (fast) (dry) (drying) (action)
You can see messes sticking to the wipes (– even) (dust) (dirt) (hair) (and) (crumbs)

<< USAGE CLAIMS >>

Appropriate for use[†] on {insert surfaces – See Pgs. 12-13}
Can be used[†] (on) (for) {insert sites / surfaces – See Pgs. 12-13}
(Can be used on) (perfect) (for) large surfaces[†]
Compatible with[†] {insert surfaces – See Pgs. 12-13}
Designed for[†] {insert surfaces – See Pgs. 12-13}
Sanitizes and easily cleans (your) (house) (home)[†]
Sanitization and (effortless) (with one hand) cleaning[†]
Easy on surfaces
Safe (on) (for) surfaces^{†, 2}
Effective (sanitizing[†]) for use in {insert sites – See Pg. 12-13}
(Effectively) works on (many) (most) (a wide range of) (household[†]) (kitchen[†]) (bathroom) (hard non-porous surfaces[†])
Fits on (floor) (convenience) (mop) (sweeper) (quick clean) (sweepers) (mops)
(Fits) (Suitable) (Designed) (for) (most) (all) convenience mops
For everyday (use) (usage) (touch ups)
(For) general (cleaning) (and) (sanitizing) (hard non-porous) (non-food contact) surfaces[†]
(For) use in the Kitchen[†]
(For) (deep) (scrub(s)(ing)) (and) (surface clean(s)(ing))
For your tough(est) messes
Gentle (for use) (on)[†] {insert sites / surfaces – See Pgs. 12-13}
(Great) (excellent) (for) (quick clean ups) (touch up cleaning)

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Great (for) (around) (cleaning) (inside) {insert soils / sites / surfaces – See Pgs. 12-13}
Great for dissolving (tough) spots
(Great for) (inside) (closets) (and) (around) (closet shelving)
(Great) for ({insert soils / sites / surfaces – See Pgs. 12-13})
(Great for) the top of the fridge
Great for (touch-up(s) (cleaning)
Great (for) (use[†]) (on) (under) {insert surfaces – See Pgs. 12-13}
Great for use[†] (in) (on) your (kitchen) (and) (throughout) (all over) (the) (house)
(Great) (suitable) (to) (for) use (all) (around) (over) (the) (house[†]) (home[†]) (when used as directed)
Handles daily clean-ups with no need for additional sprays, sponges or buckets
Kind (for use[†]) (on[†]) {insert sites / surfaces – See Pgs. 12-13}
Maximum Cleaning Minimum Effort
Mild (for use[†]) (on[†]) {insert sites / surfaces – See Pgs. 12-13}
Perfect for use on[†] {insert surfaces – See Pgs. 12-13}
Perfect[†] (suitable) (great) for everyday (touch ups) (daily) (use) (cleaning) (all) (around) (the) (kitchen) ({insert or qualify to sites / surfaces – See Pgs. 12-13})
Suitable (for) (use[†]) (on[†]) {insert sites / surfaces – See Pgs. 12-13}
Suitable for use on (virtually) (most) (all) (finished floors) (sealed) (surfaces[†])
(Suitable) (ideal) (made) (perfect) (great) (for) (use[†]) (in[†]) {insert sites – See Pg. 12-13}
(Suitable) (to give you the freedom) (to) (for) use[†] (the product) (everyday) (and) (all) (around the house)
The (easy) (and) convenient way to (clean) (and) (sanitize) hard non-porous surfaces[†] (anywhere you) travel
The (convenient) (and) easy way to (clean) (and) (sanitize[†]) (the following hard, non-porous) (non-food contact surfaces) (anywhere you travel): {insert sites / surfaces – See Pgs. 12-13}
(This product) (cleans and) (sanitizes) the following surfaces[†] {insert surfaces – See Pgs. 12-13}
(This product) (is) (are) the (easy) (and) (convenient) way to (clean) (and) (sanitize[†]) (hard non-porous surfaces) your (household) (kitchen) surfaces
Try me on[†] ({insert soils / sites / surfaces – See Pgs. 12-13}) (surfaces)
Try (now[†]) (on[†]) ({insert sites / surfaces – See Pgs. 12-13})
Try on (convenience) (sweeper) mops (for) (as) (a) floor(s) cleaner
Try on (Lysol®) Clean-Flip™ (or regular sweeper tools)
Use (on[†]) (for[†]) ({insert soils / sites / surfaces – See Pgs. 12-13}) (surfaces)
Use (scrubbing) (scrubby) (side) (to) (remove) (tough) (stubborn) (dried-on) (spots) (stains) (and) (foods)
Use (this product) as a(n) (easy) (and) (convenient) way to (clean) (and) (sanitize[†]) (hard non-porous surfaces) your (household) (kitchen) ({insert or qualify to sites / surfaces – See Pgs. 12-13}) surfaces[†]
Use (this product) on (hard, non-porous) surfaces[†] where {insert allergens – See Pg. 12-13} may be a concern
Use to (sanitize[†]) (and) (&) (clean) (kitchen) (surfaces) (before) (after) (cooking) (preparing) (meals) (dinner)
Use where you live, work and play[†]

<< CLEANING CLAIMS >>

(x%) Better at (cutting) (removing) (eliminating) (kitchen) grease)
(x%) Better than ever on (baked on) (burnt on) (grease) (food)
Breaks apart tough and dried up messes
Cleans and sanitizes (surfaces) (in) (one) (wipe) (swipe) [†]
Clean with (just) (one) (1) wipe
(Cleans) (dissolves) (soap scum) (and) (baked on) grease)
Cleans (even) (bigger) (tougher) (more) (stubborn) messes
(Cleans) (removes) (tough) (grimy) (kitchen) (floor) messes (with little effort) (with little muscle power) (within seconds) (within minutes)
Cleans the same space in much less time than (a) (your) regular (wipe) (cloth)
Cleans to a (sparkling) (shine)
Clean(s) with the power of Lysol® Brand Products
Cuts cleaning time
Cuts {insert soils – See Pg. 12-13}
Cuts grease (and grime)

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Cuts grease {insert soils – See Pg. 12-13}, Lifts (mess) {insert soils – See Pg. 12-13}
Cuts grease (and lifts mess) (on kitchen surfaces) ({insert surfaces – See Pg. 12 – 13})
Dissolves {insert soils – See Pg. 12-13}
Effectively cleans everyday messes
Eliminates (Removes) (kitchen) odors
Everything (you need) is already in the wipe
(Formulated to) Dissolve(s) and pick(s) up tough messes
Freshens {insert sites – See Pg. 12-13}
Gets up stuck-on messes
Helps clean (away) (tough stains) (like) {insert soils – See Pg. 12-13}
(Helps) eliminate odor-causing bacteria
{insert soils – See Pg. 12-13} disappear(s) (in a flash)
Leaves (household) (kitchen) surfaces sanitary †
(One) (1) wipe (can be) used to clean messes
One swipe and {insert soil / allergens – See Pg. 12-13} (is) (are) gone!
Picks up (dirt) (crumbs) (and even) (hair)
Powerful clean(er)
Powerful (fast acting) (effective) (degreaser) (cleaner)
(Powers through) (cleans) (traps) (messes) (soap scum) (soils) (stains) †
(Powers through) (cuts) (cleans) (tough) (household) (messes) (including) (kitchen) (grease) (and) (grime) (stains) †
(Powers through) (Eliminates) (Destroys) grease (and grime) †
Powers through your toughest cleaning jobs
Removes stains the first time
(Reduces) (Less) scrubbing (needed)
Removes (and cleans): {insert soils – See Pg. 12-13}
Saves time
Swipe(s) away {insert soils / allergens – See Pg. 12-13} (in seconds) (with no effort)
This product has the cleaning power to remove {insert soils – See Pg. 12-13}
Time (saver) (saving)
Tough on greasy soils
Tough on grime
Tough on (kitchen) messes
Tough stains like scuff marks
Wipe(s) away {insert soils – See Pg. 12-13} (in seconds) (with no effort)

<< **SANITIZATION CLAIMS** >>

(10) (second) (Quick) (Fast) (acting) sanitization***
(10) seconds is all it takes to kill 99.9% of bacteria***
99.9% of bacteria*** killed (in) (10) (seconds) (quick)
An effective (fast acting) (quick) non-food contact surface sanitizer***, † (for use (in) (on) {insert use/surface – See pg. 17-18})
(And even) (kills) (eliminates) 99.9% of (E. coli O157:H7) (Listeria monocytogenes) (insert organisms – See Pg. 16) in 10
seconds^{(***), †}
Each pre-moistened disposable wipe kills bacteria*** wherever you use it†
Great for use as a (quick) (fast) non-food contact surface sanitizer***, † (in) (on) ({insert use site/surface – See pg. 17-18})
Kill(s) (99.9%) (of) (household) bacteria (in) (10) (seconds) (quickly) (fast) ***
Kill(s) (Eliminates) 99.9% of bacteria*** (quickly)
Kill(s) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in (10) seconds***, †
Kill(s) (Eliminates) bacteria on hard, non-porous surfaces in seconds***, †
(Now) Kills bacteria*** in (10) seconds
(Quickly) Kills 99.9% of bacteria***
Sanitizes (Kitchen) (household) hard non-porous surfaces in (10) seconds ***, †
Sanitizes (Kitchen) (household) (surfaces) in (10) seconds ***, †

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

- 1 (based on) ((when) compared to) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes)
- 2 Hard, non porous surfaces
- *** Kills 99.9% of (the following) (bacteria) in 10 seconds: (Campylobacter jejuni) (Escherichia coli) (Escherichia coli O157:H7) (Escherichia coli O111:H8) (Enterobacter aerogenes) (Salmonella enterica) (Salmonella enterica subspecies enterica serovar Typhi) (Staphylococcus aureus) (Listeria monocytogenes) on hard, non-porous surfaces in 10 seconds.
- *** Kills 99.9% (of) (Campylobacter jejuni) (Escherichia coli) (Escherichia coli O157:H7) (Escherichia coli O111:H8) (Enterobacter aerogenes) (Salmonella enterica) (Salmonella enterica subspecies enterica serovar Typhi) (Staphylococcus aureus) (Listeria monocytogenes) (commonly found) (in the kitchen) on hard, non-porous kitchen surfaces in 10 seconds.
- *** Kills 99.9% (of) (Campylobacter jejuni) (Escherichia coli) (Escherichia coli O157:H7) (Escherichia coli O111:H8) (Enterobacter aerogenes) (Salmonella enterica) (Salmonella enterica subspecies enterica serovar Typhi) (Staphylococcus aureus) (Listeria monocytogenes) on hard, non-porous surfaces in 10 seconds.

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

| << 10-sec Sanitization – Bacteria - Hard, non-porous, non-food contact surfaces >> | ATCC No. |
|---|-----------------|
| Campylobacter jejuni | (29428) |
| Enterobacter aerogenes | (13048) |
| Escherichia coli | (43893) |
| Escherichia coli | (35401) |
| Escherichia coli O157:H7 (E. coli O157:H7) | (43888) |
| Escherichia coli O111:H8 | (BAA-184) |
| Listeria monocytogenes | (19117) |
| Salmonella enterica (Salmonella) | (10708) |
| Salmonella enterica subspecies enterica serovar Typhi | (6539) |
| Shigella dysenteriae | (11835) |
| Staphylococcus aureus (Staph) | (6538) |

| Symbol Designation – used on product labels | | |
|--|---------------|--|
| Triple asterisk (***) | Sanitizes *** | Used for identifying sanitization against bacteria |

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

Soils: (Graphic – depicting soil)

| | | | |
|---------------------------|--------------------------------------|----------------------|-----------------------|
| Bacon fat | Food (residues) (particles) (stains) | Lint | Stains |
| Baked on cheese | Footprints | Mud | Sticky messes |
| Beverage stains | Gravy | Oil | Tea (stains) |
| Chicken juice | Grease | Outdoor grime | Tomato sauce |
| Coffee stains | Grime | Pancake mix | (Dried on) Toothpaste |
| Cooking splashes | Greasy (splatter) (spills) | Particles (residues) | (Tough) messes |
| Crumbs | Hard Water (stain) | Peanut butter | Tough soil |
| (Greasy) Dirt | (Heel) (scuff) marks | Small spills | Wine (stains) |
| Dried on food | Honey | Smudges | |
| Dust | Jelly | Soap Scum | |
| Everyday (kitchen) messes | Juice stains | | |
| Fingerprint | | | |

Hard, Non-porous Surfaces[†]: (Graphic – depicting surface / use site)

| | | |
|--|--|--|
| (Kitchen) Appliance (exterior) (handles) | (Kitchen) Fixtures | Refrigerators exteriors |
| Baseboards | (Kitchen) floor | (Non-wood) Shelves [†] (shelving [†]) |
| (Kitchen) (non-wood) cabinets | (Laminate) (Laminated floors) | (Kitchen) Sink (Basin) |
| (Kitchen) Counter(top) [†] | (Kitchen) Gadget | Stainless Steel [†] |
| Door Knob (Handle) | Kitchen window | Stove [†] (Stovetop [†]) |
| Exhaust Fan (Hood) | Kitchen Surfaces [†] | Telephones (phones) |
| (Kitchen) Faucet | Light switches | Tiles [†] |
| Finished wood (furniture) (surfaces) | (sealed marble) (glazed marble) sealed granite [†] | Table [†] (top [†]) |
| Garbage (Can) (Pail) | (Microwave) Oven (exterior) (interior [†]) | |
| | (Non-wood) (finished) Cabinets | |

Patterns/Textures: (Graphic – depicting images)

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

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

Surface Types[†]: (~ Non-Medical or Fixture)

| | | |
|----------------------------------|------------------------------------|--|
| Aluminum [†] | Glass [†] | Plastic Laminate [†] |
| Brass [†] | Glazed Ceramic Tile [†] | ^ Plexiglas ^{®†} |
| Chrome~ [†] | Glazed Enamel [†] | Sealed (floors) (marble) (quartz) (stone) [†] |
| ^ Corian ^{®†} | Glazed Porcelain Tile [†] | Sealed Granite [†] |
| Crystal [†] | (waxed) Linoleum [†] | Sealed Terra Cotta [†] |
| Enamel Tile [†] | (non-waxed) Linoleum [†] | Sealed wood [†] |
| Fiberglass Fixtures [†] | Metal [†] | Stainless Steel~ [†] |
| Finished Wood (floors) | Mirror [†] | Tin [†] |
| ^ Formica ^{®†} | Plastic [†] | Vinyl [†] |
| | | Vitro Ceramic [†] |

^ Corian[®] is a registered trademark of DuPont.

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

^ Plexiglas[®] is a registered trademark of the Atoglas Company

Household Use Sites[†]: (Graphic – depicting use site)

| | | |
|---------------------------|----------------------|--|
| Home / House [†] | Kitchen [†] | Vacation homes [†] |
| | | All around the (house) (home) [†] |

Business Use Sites: (Graphic – depicting use site)

| | | |
|------------------------------|--------------------------------|---------------------------------|
| Airports [†] | School [†] | Physician's Office [†] |
| Classrooms [†] | College [†] | Restaurant [†] |
| Clinics [†] | University [†] | Rest Stops [†] |
| Day Care Center [†] | Hotel / Motel [†] | RV [†] |
| Breakroom [†] | Malls [†] | |
| Cafeteria [†] | Nursery (Schools) [†] | |
| | Nursing Home [†] | |

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<< USE DIRECTIONS >>

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

<< FOR CANISTER PACKAGING >>

To Open Package: Open cap lid and pull up firmly on lid to remove the entire cap from the canister. Locate wipe at the center of the roll and insert corner of wipe through opening in lid. **DO NOT PUSH FINGER THROUGH OPENING.** Replace lid. Pull sheet up and slightly to side. Always snap lid securely shut between uses to prevent moisture loss.

To Open Package: Pull up tab and remove large cover. Remove inner tab loop from cover hinge. Insert loop into opening. Thread first sheet in center of roll through loop. Replace cover. Pull loop back through opening. Pull each sheet up and slightly to the side. Always snap lid securely shut between uses to prevent moisture loss.

To Open Package: Open cap lid. Pull up wipe (from center of the roll) and slide corner of wipe into smaller opening. Pull wipe up (and slightly to the side) to (remove) (use) (start). (After use,) snap lid securely shut (between uses) to prevent moisture loss.

To Open Package: Open cap lid. Thread wipe through dispensing (lid) (hole) and pull wipe up (and slightly) (downwards) (to the side) to (remove) (start) (begin) (use). Do not push finger through opening. (Next wipe pops up automatically.) (After use) snap lid securely shut (between uses) to prevent moisture loss.

<< USE DIRECTIONS – FOR ALL PACKAGING TYPES >>

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

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

† For surfaces that come in contact with food: Use only on hard, non-porous surfaces. Must rinse surfaces thoroughly with water after use.

Not intended for personal hygiene. Not recommended for unfinished wood, unwaxed vinyl or marble surfaces.

<< ADVISORY STATEMENTS >>

Do not use (this product) on dishes, glasses, or utensils.

Do not flush (in toilet).

Do not use on unfinished, oiled or waxed wood, unsealed tiles or carpet.

Do not leave this product on stainless steel surfaces to dry for more than one hour.

For food contact surfaces rinse with clean potable water after using this product.

For other surfaces, spot test in an inconspicuous area.

Not (intended) for personal hygiene.

Not recommended for (bare) (unpainted) (wood) (or) (natural) (marble) (surfaces).

Unplug small electrical appliances before (use) (cleaning) (sanitizing) (with this product).

Will not harm (your) (septic tanks) (or) (plumbing)

Do not use on (eating / cooking utensils, glasses / dishes or cookware) (unfinished, oiled or waxed wood floors)

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

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, and chewing gum, using tobacco or using the toilet.

| 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 eye.• 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) (1-800-560-6619) (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment. | |

<< HOUSEHOLD CONTAINER >>

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

<< NON-REFILLABLE CONTAINER >>

STORAGE AND DISPOSAL: (Store unopened package in a cool, dry place in areas inaccessible to small children.) Non-refillable (container) (package). Do not reuse or refill this (container) (package). Discard (bag) (pouch) (box) (container) (package) in trash or offer for recycling.

<<OPTIONAL GRAPHICS>>



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