



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Antimicrobials Division (7510P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

777-132

Date of Issuance:

10/16/18

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Taj Mahal

Name and Address of Registrant (include ZIP Code):

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

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Antimicrobials Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product when the Agency requires all registrants of similar products to submit such data.
2. Make the following label changes before you release the product for shipment:
 - Revise the EPA Registration Number to read, "EPA Reg. No. 777-132."

Signature of Approving Official:

Demson Fuller, Product Manager 32
Regulatory Management Branch I,
Antimicrobials Division (7510P)

Date:

10/16/18

3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

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 these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 04/03/2018
- Alternate CSF 1 dated 04/03/2018

If you have any questions, please contact Wanda Henson by phone at (703) 308-6345 or via email at henson.wanda@epa.gov

Sincerely,

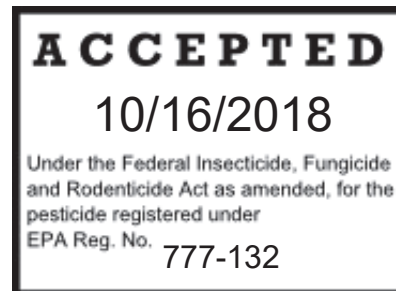


Demson Fuller, Product Manager 32
Regulatory Management Branch I
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure

<< FRONT PANEL >>

ACTIVE INGREDIENT:
Hydrochloric Acid. 9.50%
OTHER INGREDIENTS: 90.50%
TOTAL: 100.00%



<< FRONT PANEL >>

KEEP OUT OF REACH OF CHILDREN
DANGER: CORROSIVE.
HARMFUL IF SWALLOWED.
SEE (BACK) (SIDE) PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS AND FIRST AID.

(NET CONTENTS:) X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L)
X x X FL. OZ. (EACH:) X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L) (TOTAL:) X FL. OZ. ((X PT.) (X QT.) (X GAL.) (X FL. OZ.)) X (mL) (L)

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-XXX
EPA Est. No.:
312-WI-3 (Y) (YY) 09019-OH-1 (Y) (YY) 61203-MA-001 (Y) (YY)
475-PA-001 (Y) (YY) 09019-OH-2 (Y) (YY) 68058-IL-001 (Y) (YY)
777-CA-001 (Y) (YY) 11525-IL-1 (Y) (YY) 69209-MA-001 (Y) (YY)
777-GA-001 (Y) (YY) 13891-IN-1 (Y) (YY) 70424-CAN-001 (Y) (YY)
777-NJ-2 (Y) (YY) 38654-NJ-1 (Y) (YY) 74291-MO-001 (Y) (YY)
777-MO-1 (Y) (YY) 38654-PA-1 (Y) (YY) 92309-NJ-001 (Y) (YY)
777-MO-2 (Y) (YY) 50757-WI-1 (Y) (YY) 075371-IN-001 (Y) (YY)
777-PA-1 (Y) (YY) 54487-GA-1 (Y) (YY) 075371-IN-003 (Y) (YY)
8251-WI-5 (Y) (YY) 58996-MO-1 (Y) (YY) 082206-NY-003 (Y) (YY)

(See bottom or side) (for Lot / Date code)
(Beginning of) (batch) (lot) code indicates EPA (Est.) (Establishment) (#) (No.) (Number)
See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

<< BACK PANEL >>

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



<< FRONT / BACK PANEL – Option text >>

Limited Quantity Transportation Symbol



NSF Certification Symbol:



Important facts (about this product)
Encourage your state and local authorities to establish a program to recycle this (bottle) (container).

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

<< Spanish Translation >>

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.

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 many ways that Lysol® is promoting good hygiene habits) (for your family and community), go to www.spreadinghealth.com.

QR Code:



(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) (Snap this code to get informed)

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

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

(New) (Improved) (Formula) (Angle neck bottle) (Cap) (Fragrance) (Pack) (Package) (Scent) (Size) (Better) (Improved) (Stain Removal) (Rust Removal) (Lime Scale Removal) (Bowl coverage than before) Better hard water stain – dissolving power {(than before) (than previous formula) (than prior formula)} Better hard water stain removal {(than before) (than previous formula) (than prior formula)} Dissolves hard water stains better {(than before) (than previous formula) (than prior formula)} (Improved) (Bowl) (Coverage) than (other) Lysol® Brand Disinfectant {(Liquid Bleach) (APC(s) (TBC(s)) (Improved) {insert soils – see Appendix 2} removal) (New) (Improved) (Formula) contains (cleaning) (cleaning power) (agents) (stain fighters) (New) (Improved) (Formula) with (stain fighting agents) (with stain fighting action) Thick liquid coats bowl for better cleaning than prior formula

<< **FRAGRANCE CLAIMS >>**

(Atlantic Fresh) (Clean) (Cool Breeze) (Forest Rain) (Fresh) (Lavender Fields) (Lemon breeze) (Minty) (Ocean Fresh) (Pleasant) (Spearmint) (Wintergreen)

(Scent) (Fragrance)

<< **PACKAGING CLAIMS >>**

(x% discount) (x% (more) (free)) (x% more product) (25% More Product) (___ x ___ FL. OZ.) (2 x 24 FL. OZ.) (3 x 24 FL. OZ.) (4 x 32 FL. OZ.) (6 x 32 FL. OZ.) (X) fl. oz. (Value) (Size) (*) ((* (vs.) (when compared to) (X) (fl. oz.) (retail) (Lysol Power Toilet Bowl Cleaner) ({insert Lysol® brand name})) (x Uses per pack) (x Uses per bottle) (Cleans x toilets) (x Uses) (2 for 1 Pack) (2 in 1 Pack) (32 oz. for the price of 16 fl oz.) (___ x ___ FL. OZ.) (x fl oz. at the price of x fl oz.) (2 PACK) (3 PACK) (4 PACK) (6 PACK) (x PACK) Best value bottle (Bonus x%) (x% Free) (x fl. oz. for Free) (x fl. oz. for the price of x fl. oz.) (Bonus 50%) (50% Free) (16 fl. oz. for Free) (32 fl. oz. for the price of 16 fl. oz.) (Bonus 33%) (33% Free) (8 fl. oz. for Free) (32 fl. oz. for the price of 24 fl. oz.) (24 fl. oz. for the price of 16 fl. oz.) (Buy x get x free) (Multi-Toilet Pack) (Value Pack) (Limited Time Value Pack) (Limited Time Value) Buy me again Click & Close (Indicator) Click stop – audible close Convenient cap (Easy) (Easier) to (open) (squeeze) cap Easy grip bottle Easy to close Easy to use (bottle) Entire bottle can be recycled Ergonomic bottle grip (Great) (Bonus) (Economy) (Value) (Trial) (Pack) (Size) (Mega Value Pack) (Mega Value Size) Leak-proof cap Long (angle) neck bottle (reaches under the rim)

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

No slip grip
Non-drip
Non-removable cap
Open / Close indicator in contrasting colors – let's you know if the bottle is open / closed
Removable cap
(Repurchase time) (Shopping time) (Time to replace) (Time to buy a new Lysol® toilet bowl cleaner)
Save \$x (by mail) (when you buy Lysol® Toilet Bowl Cleaner)
(Senior friendly cap) (Senior tested cap)
Specially designed angle neck – gets all the way up under the rim
Specially designed neck makes it easy to clean under the rim
Twist and go cap
(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)

<< BACK TO SCHOOL >>

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

<< CROSS-PROMOTIONAL CLAIMS >>

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May not be reproduced, purchased, traded or sold. Any other use constitutes fraud.

Expires xx/xx/xxxx

Free Lysol® (click gel)(insert Lysol® brand name)

Keep(s) (it)(toilets) clean longer with (FREE)(LYSOL® click gel)(insert Lysol® brand name)

Keep(s) (it)(toilets) clean and fresh longer with (FREE)(LYSOL® click gel)(insert Lysol® brand name)

Like (insert Lysol brand name) (trigger) (cleaner)? Try (our) (insert Lysol brand name) (insert picture of Lysol wipes)

Like this fragrance? Try (our) other Lysol® products (insert picture of Lysol product)

Like this product? Try (our) (other Lysol® products) (insert picture of Lysol product)

Manufacturer's coupon

Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with RB Coupon Redemption. Policy: face value plus 8¢. Send coupons to: Reckitt Benckiser, CMS Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840. Cash value 1/100 of 1¢. Good only in the U.S.A. Void where prohibited.

(Save (Now) XX(cent sign) (on) (any) (X) (Lysol) (Wipes) (insert brand name) (XX ct or higher))

Try (me) (Lysol® click gel)(insert Lysol® brand name) free

Try (our) other Lysol® cleaning products (insert picture of Lysol product)

Try (our) other Lysol® fragrances (insert picture of Lysol product)

Try (our) Lysol® family of cleaning products (insert picture of Lysol product)

(Save) (\$) (X) (%) (Off) (free) (now) (up to) (on) (any) (X) (single packs of) (triple pack of) {insert Lysol brand name} (Lysol products) (X fl. oz. or larger size)

Switch now

Switch to our best

Try our best (toilet cleaner) (cleaner) (formula)

<< MARKETING CLAIMS >>

1 use = clean for (X) flushes⁽²⁾

(Z) X (ACTION) (ACTIONS) ∞ <<where Z is a number between 1 and 12. For example 3X Action>>

3X (the) Cleaning Power on {insert soils – see Appendix 2}

(10) (5) (15) (20) (3) (50) X Cleaning Power ∞

2-in-1: Cleans, Disinfects⁽³⁾

3-in-1 (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshens) (Cleans, Disinfects, Removes Stains)⁽³⁾

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4-in-1: Cleans, Disinfects, Deodorizes, Sanitizes⁽³⁾
(5X (the) Cleaning Power)
10X cleaning actions^(∞)^(****)
10X cleaning vs bleach ^(****) ((compared to) vs. bleach jug)
10X cleaning power^{****}
10X (quicker) (faster) cleaning^{****}
10X less scrubbing required^{****}
10X clinging^{****}
10X clinging (vs bleach)^{****}
10X freshness^{****}
100% longer^(∞) lasting clean
All the power you need to clean your toilet bowl
An efficient way to clean your bowl
(Antibacterial) (Antibacterial Action) (Antimicrobial) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects)
(Germicidal^{**}) (Sanitizer) (Sanitizes) (Virucidal[†])
Begins to destroy {insert soils – see Appendix 2} instantly
Better reach under the rim
(Breaks down) (Cleans) (Cleans away) (Destroys) (Dissolves) (Easily) (Penetrates) (Removes) (Stubborn) (Tough)
(Hard Water) (Lime Scale) (Mineral) (Rust) (Stains) (Deposits) (Toilet Rings) (Lime & Rust Remover) (Lime Scale Remover)
(Lime Scale & Rust Remover)
Breaks down stains without brushing or scrubbing
Brightens as it cleans
Can be used in white and colored bowls
Cleans above, below and beyond the waterline
(Clean & Fresh) (Lime & Rust) (Power) (Toilet Bowl Cleaner)
Cleans (+) (&) repels (tough) (the) (toughest) (stains) ({insert soils – See Appendix 2}) for 100 Flushes
Cleans (and disinfects) above and below the waterline
Cleans (and) disinfects (whitens)
Cleans and protects (from stains) for longer[∞]
Cleans as it disinfects
Cleans away everyday dirt and grime
Cleans to a shiny finish
Cleans without bleach(ing)
Cling & Fresh
Clings to the bowl to stay where the germs^{**} are
Coating action above and below the waterline provides extended contact time.
Coats the bowl above and below the waterline
Coats the bowl to stay in contact longer
Coats the bowl to stay where the germs^{**} are
Coats the entire bowl
Complete Clean
(Completely) (Easily) (Effectively) (Thoroughly) (Cleans) (Shines) (Whitens) (Deodorizes) (Easy / Effective)
Confidence of Lysol[®]
Contains 'Active' cleaning particles' that dissolve stains and lime scale within seconds to give you unbeatable cleaning
Contains Hydrogen Chloride to remove rust and lime scale
Contains no abrasives
Controls odors at their source
Controls odors caused by bacteria
Controls toilet odors caused by bacteria
(Deep cleaning) (Bowl & Beyond) (Easy to use) (Non-abrasive) (Rust destroying) (Thick) (Tough stain) (Formula)
Deep Down Clean
Deodorizes by killing bacteria that cause odors
Deodorizes with a fresh, clean scent
Depend-a-bowl toilet bowl cleaner
Designed to clean under the rim
Designed to (remove) (penetrate) (destroy) (dissolve) (tough) (the toughest) (stubborn) (stains) {insert soils – see Appendix 2}

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(Destroys) (Dissolves) toilet bowl rings
Destroys {insert soils – see Appendix 2} (on impact)
Destroys hard water stains (on contact)
Destroys stains immediately
Destroys (tough) (the toughest) (insert soils – see Appendix 2)
Destroys (plus) (+) repels (the toughest) stains ⁽²⁾
(Dissolves) (Destroys) (Removes) stains right before your eyes
Dissolves the toughest hard water deposits
Dissolves (tough) ({insert soils – see Appendix 2}) (but will not harm porcelain)
Does not just whiten ({insert soils – see Appendix 2}) stains, (this product) removes them
Dual Action Toilet Bowl Cleaner
Each clean lasts (X) flushes⁽²⁾
Each use keeps clean for (X) flushes⁽²⁾
Easily breaks down stains without (heavy) (hard) brushing or scrubbing
Easily dissolves stubborn ({insert soils – see Appendix 2}) (stains)
Easily removes ({insert soils – see Appendix 2}) (stains)
Easily removes the toughest stains
Easy to reach under the rim
Easy under-the-rim cleaning
Efficacy tests have demonstrated that (this product) is effective as a one-step toilet bowl cleaner and disinfectant in the presence of organic soil (5% blood serum).
(Eliminates) (Controls) (Kills) the bacteria that cause (bad) (unpleasant) odors (at the source)
Eliminates hard water stains
Eliminates odors at their source caused by bacteria
Eliminates odors caused by bacteria
(Even) The tough(est) {insert soils – see Appendix 2} (start to) disappear right before your eyes
Extra strength cleaner
Fast acting cleaning formula
Fast acting stain removal
Fast-acting toilet bowl cleaner
For a (bright) (shiny) (white) (clean) toilet bowl
For a super-clean toilet
For a thoroughly clean toilet bowl surface
For an absolutely clean toilet bowl surface
For an ultra-clean toilet
For hard water (stains) (areas)
For lasting freshness
Formulated especially for hard water mineral deposits, lime scale and rust
Frequent use prevents ({insert soils – see Appendix 2}) (build-up)
Gives your bowl the Lysol® clean you trust
Go beyond clean
Good on American and European toilets
Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing)
Hard water cleaning formula
Hard water cleaner
Hard water formulation
Heavy-duty (cleaner) (cleaning formula)
Helps keep water flow optimal
Helps reach under the rim
(Helps) (Remove(s)) ({insert soils – see Appendix 2})
Helps to destroy odors
(Home) disinfectant toilet bowl cleaner
Instant action cleaner
Keep your toilet looking new
Keeps clean for longer[∞]
Keeps clean for (X) flushes

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Keeps the toilet protected from stains for up to 100 flushes each use
Keep(s) (it)clean (and fresh) longer ((with)(in) just one click))
Keeps your toilet protected from stains even after multiple uses
Kills odors
Kills the bacteria that cause bad odors
Leaves a protective shield that works even between cleans to repel dirt and stains; preventing their build up
Leaves a protective non-stick layer that works between cleans to repel dirt
Leaves bowl disinfected, clean and shiny
Leaves toilet sparkling clean and disinfected
Leaves (your) toilet bowl sanitary
Lifts stains on contact
Lime scale remover
Lime (scale) & rust (remover)
Long lasting (freshness) (fragrance)
Longer lasting cleaning[∞]
Longer lasting cleaning protection[∞]
Make your bowl look like you clean it everyday (even though you don't)
Makes your (cleaning) job easier
Maximum (cleaning power) (stain fighting power)
(Maximum coverage) (Powerful cleaning) (Maximum bowl coverage) (Improved coverage) (Maximum) (Max) (Bowl) (Coverage)
(Powerful) (Clean) (Cleaning action) (Maximum) (Power) (Protection) (Strength) (Cleaner) (Cleaning) (0% Bleach)
Maximum stain fighting (power) (and disinfection)
Mineral dissolving action
Neutralizes stubborn odors
No hard scrubbing
Non-abrasive formula
One for each bathroom
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils – see Appendix 2}
(Penetrates) (Loosens) (Eliminates) (tough) stains (like) (insert soils – see Appendix 2)
Place 1 in each bathroom
Platinum Active-Shield (toilet bowl cleaner) (cleaner) (toilet cleaner)
Powerful cleaner for the toilet bowl
Powerful cleaning (formula) (0% Bleach)
Powerful cleaning formula dissolves tough stains
Power (Gel) (Plus) (+) ⁽²⁾
Powerful stain (fighting) (fighter)
Powers out {insert soils – see Appendix 2}
Powers through hard water stains
Prevents the build-up of {insert soils – see Appendix 2} in ('S' bend) (and) (pipes) when used regularly (to help water flow optimally)
Professional strength cleaning
Quality household disinfection
Quick and easy cleaning
Quickly removes {insert soils – see Appendix 2}
Reduces odor-causing bacteria (above and below the waterline) (in toilets)
Releases powerful cleaning agents on contact
Removes (x%) more stains than bleach
Removes 100% of hard water stains
Removes {insert soils – see Appendix 2} (above) (and) (below) (the waterline)
Removes {insert soils – see Appendix 2} through the 'S' bend (and pipes)
Removes (offensive) odors (from toilets)
Removes stains better than bleach
Removes stains fast with less work
Removes (Powers through) the toughest stains (in seconds)
Removes (tough) stains (right before your eyes) (on contact)
Removes tough {insert soils – see Appendix 2} (stains)

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Repels stains even after multiple uses
Rinses away easily
(Specially) designed (cap) for better (bowl) coverage
Specially designed for hard water (problems) (stains) (areas)
Specially designed for the removal (of) {insert soils – see Appendix 2} (stains) (deposits)
Specially designed to breakdown (of) {insert soils – see Appendix 2} (stains) (deposits)
Specially designed to clean the toilet
Specially designed to (remove) (penetrate) (destroy) (dissolve) (tough) (stubborn) (the toughest) {insert soils – see Appendix 2}
Specially formulated to (remove) (penetrate) (destroy) (eliminate) {insert soils – see Appendix 2}
Special rust formula makes stain and mineral deposits easy to remove
Stain grabbing power
(Starts to) Dissolve(s) {insert soils – see Appendix 2} right before you eyes
Starts to dissolve stains instantly
(Starts to) remove (dissolve) stains (on contact) (instantly)
Starts to remove stains on contact
Strong enough (for) (to clean) the dirtiest toilet bowl
The clean you trust
The confidence you get from the Lysol® name
The professional strength cleaning power leaves the bowl sanitary
(The) Toughest stains (instantly) disappear
The right tool for a nasty job
Thick clinging action
Thick coating formula for prolonged contact time
Thick formula adheres to stains for better cleaning
Thick formula coats (the entire bowl) (above and (&) below the waterline)
Thick (gel) formula (that) destroys and repels stains for a clean that lasts longer(∞)
Thick gel (that) destroys (and repels) (all) the toughest ({insert soils – see Appendix 2})
Thick formula that cleans, deodorizes, disinfects and sanitizes
Thick formula works on stains in seconds
Thick liquid (that) coats (the) bowl for better cleaning
Thick liquid sticks to stains
This product contains no phosphates and is germicidal when used as directed but differs in composition from other Lysol®
Brand products.
(This product) has 3X Cleaning Power to remove {insert soils – see Appendix 2}
(This product) has a thick formula that coats above and below the waterline. This coating action provides longer contact
time to help dissolve tough rust stains and mineral deposits (on contact) to make cleaning easier.
(Toilet Bowl Cleaner) (Toilet Bowl Disinfectant)
Toilet bowl cleaner with lime and (&) rust remover
Tough cleaning power
Triple Action: Cleans, Disinfects, Deodorizes
Trusted toilet disinfection
Ultra clinging gel
Watch {insert soils – see Appendix 2} (start to) disappear(dissolve) (right before your eyes)
Watch stains disappear right before your eyes
Watch the toughest stains disappear
Whitens and brightens toilet bowl
Whitens and shines (the bowl)
(With) Active-Shield technology⁽²⁾
(Won't) (Will not) harm colored toilets
(Won't) (Will not) stain the bowl
Works best in hard water areas
Works best on hard water stains
Works on the toughest stains in seconds

****(than) (vs.) (compared to) (INSERT Lysol brand name) (bleach) (jug)

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<< USAGE CLAIMS >>

A great toilet bowl disinfectant and sanitizer for use in {insert site – see Appendix 2}
An effective (disinfectant) (&) (sanitizer) for use in {insert surface – see Appendix 2}
(Apply) (use) weekly to keep your toilet sparkling clean
Contains up to x uses
For better results use at least (once) (twice) a week
For commercial use
For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (&) (sanitizer) found in {insert site – see Appendix 2}
For use in {insert site – see Appendix 2}
For use in {insert surface – see Appendix 2} as a cleaner, disinfectant (and) (&) sanitizer found in {insert site – see Appendix 2}
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site – see Appendix 2}
(Intended) For use (only) in {insert site – see Appendix 2}
(This product) is for use in {insert surface – see Appendix 2}
Usage: twice daily to maintain a clean toilet
Use daily to prevent build-up of (lime scale) (rust) stains
Use in conjunction with other Lysol® products for a clean bathroom
Use regularly to help prevent (build-up of) {insert soils – see Appendix 2}
Use regularly to maintain a clean, fresh and shiny toilet bowl (even under the rim)

<< SANITIZING CLAIMS – Hard, non-porous, non-food contact surface >>

Kills 99.9% of bacteria commonly found in toilets in (5 minutes)***
Kills 99.9% of common bacteria***
Kills 99.9% of (household) bacteria***
Kills 99.9% of (household) bacteria in (5 minutes)***
Kills 99.9% of (household) bacteria in (5 minutes) above the waterline***
Kills (Enterobacter aerogenes) (and) (Staphylococcus aureus) in 5 minutes.
Kills in 5 minutes: (Staphylococcus aureus) (Enterobacter aerogenes)
Leaves your toilet bowl sanitized
Sanitizes toilet surfaces in (5 minutes)***
Sanitizes in 5 minutes: (Staphylococcus aureus) (Enterobacter aerogenes)

<< DISINFECTING CLAIMS – Hard, non-porous surface >>

Cleans and disinfects the bowl
Disinfects above and below the waterline
Disinfects and breaks down stains
Disinfects and deodorizes by killing common bathroom germs**
Disinfects and sanitizes toilets, (bidets) (and) (urinals)
Disinfects in 10 minutes
Disinfects in hard to reach areas (like) (under the rim)
Disinfects, sanitizes and deodorizes by killing common (household) germs** and controlling their odors
Disinfects the bowl
Disinfects under the rim
Easily and effectively disinfects toilet bowls (and urinals)
Gives you disinfection inside the toilet
Helps reduce germs** by killing bacteria and viruses found in the toilet**
It clings to the surface to kill germs** and clean tough stains
Kills bacteria*
Kills (99.9% of) bacteria and (&) viruses**
Kills (99.9% of) viruses and (&) bacteria**
Kills (99.9% of) bacteria and (&) viruses above and below the waterline**
Kills (99.9% of) bacteria and (&) viruses in hard to reach areas (like) (under the rim)**
Kills (99.9% of) Germs**
Kills (99.9% of) germs** in hard to reach areas
Kills (99.9% of) germs** in the bowl
Kills (99.9% of) viruses and bacteria**

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Kills germs** without the harshness of bleach
Kills household Germs**
Kills (household) (bathroom) (bacteria*) (viruses†) (germs**) in the toilet
Kills (in 10 minutes): {insert organisms – see Appendix 1}
Kills common germs**
Kills odor-causing bacteria
Kills Rotavirus WA (a leading cause of children's diarrhea) in 10 minutes
Kills the germs** (you know are there but) (you) can't see
Kills the following (bacteria) (and) (viruses): {insert organisms – see Appendix 1}
Kills the following (germs**): {insert organisms – see Appendix 1}
Kills viruses and bacteria**
Penetrates to (kill) (eliminate) (and) destroy tough (stains) and bacteria*
Proven to kill: {insert organisms – see Appendix 1}
Starts killing 99.9% of germs** on contact
Starts to kill 99.9% of germs** on contact
This product is (bactericidal) (and) (virucidal) in killing: {insert organisms – see Appendix 1}
Total disinfection for inside your toilet (above and below the waterline)

<< USE DIRECTIONS >>

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 product.

To Open Child Resistant Cap: Hold bottle firmly with one hand on a flat surface. With other hand, squeeze sides of cap where indicated while turning counterclockwise. Do not remove cap. Do not squeeze bottle when opening. To reseal, twist cap clockwise until tightly closed.

To Clean / Disinfect (/ Sanitize):

1. Flush toilet before cleaning.
2. Apply 4 (fl.) oz. to coat the bowl including under the rim. **Do not close lid.**
3. **To Clean:** Scrub entire bowl and under rim thoroughly. **Disinfect:** Let sit for 10 minutes. (**Sanitize:** Let sit for 5 minutes.) Then flush. (4. Rinse brush in fresh water after use.) (Repeat if needed.)

To Remove Tough Stains: Apply a generous amount of liquid directly onto the tough stains. For severe rust stains, if possible, remove water from bowl first. Let soak for 15 minutes. **Do not close lid.** Follow cleaning directions above. Repeat if necessary.

This product has been specially formulated for use only in (vitreous china) (glazed porcelain) toilet bowls (bidets) (and) urinals).

It should not be used or placed on toilet bowl lids, vanities, sinks, bathtubs, cabinets, countertops, rugs, etc. Clean up spills and drips immediately. **Do not use with chlorine bleach or any other chemical products.** Will not harm plumbing or septic systems.

<< **Optional Side panel pictogram – can only be used in conjunction with required back panel instructions** >>

SIDE / BACK LABEL (Graphic + Instruction set) (Optional)

To Open Child Resistant Cap:

1. Place fingers on marked cap ridges.
 2. Squeeze cap firmly and turn counterclockwise until it stops. Do not remove cap.
 3. To reseal, squeeze cap again and turn clockwise.
- DO NOT squeeze bottle when opening.

This use instruction is optional.

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1. Place fingers on marked cap ridges.
 2. Squeeze cap firmly and turn counterclockwise until it stops. Do not remove cap.
 3. To reseal, squeeze cap again and turn clockwise.
- DO NOT squeeze bottle when opening.

<< PRECAUTIONARY / FIRST AID / CHEMICAL HAZARD / STORAGE & DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

DANGER: CORROSIVE. Causes irreversible eye damage and skin burns. Harmful if swallowed, absorbed by skin or inhaled. Do not get in eyes, on skin or on clothing. Avoid breathing vapor or spray mist. Wear protective eyewear such as goggles, face shield, or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

<< NOTE: First Aid statement may appear in either “box” format or paragraph format >>

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.
If on Skin or Clothing	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15-20 minutes. • Call a Poison Control Center or doctor for treatment advice.
If Swallowed	<ul style="list-style-type: none"> • Call a Poison Control Center or doctor immediately for treatment advice. • Have person sip a glass of water if able to swallow. • Do not induce vomiting unless told to do so by the Poison Control Center or doctor. • Do not give anything by mouth to an unconscious person.
If Inhaled	<ul style="list-style-type: none"> • Move person to fresh air. • If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible. • Call a Poison Control Center or doctor for further 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 >>

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STORAGE AND DISPOSAL:

STORAGE: Store in original container, in a cool, well-ventilated area, inaccessible to small children. Keep securely closed.
PESTICIDE DISPOSAL: To avoid waste, use all material in this container according to label directions.
CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

<< OPTIONAL IMAGES >>



<< NOTE TO REVIEWER – Shield graphics will only be used with cleaning claims >>



<< HOW2RECYCLE GRAPHICS >>

<< Minimum allowable size is 0.475 inches must be in one standard color per How2Recycle.info >

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<< Multi-Pack Shrinks >>



<< Sleeve Label >>



<< APPENDIX 1 >>

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

- (1) Confirm school policy allows for use and / or donation of product(s). Adults must deliver donations (directly) to schools.
- (2) (With) Active Shield Technology
- (3) When used according to disinfection instructions
- (∞) (based on) (vs.) (when) (compared to) ({insert Lysol® brand name}) (on) (Limescale) (Organic Soil) (Rust Stains) (Urine Stains) (Toilet Rings) (Tough Stains) (Grimy toilet stains) (Kills 99.9% Bacteria) (Kills 99.9% Viruses) (Fast Cleaning Action) (Dirt Build Up) (Under Rim) (Below Water) (Freshens) (Full Bowl Coverage) (and)

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

*** Kills 99.9% of (Staphylococcus aureus) (and) (Enterobacter aerogenes) inside the toilet above the waterline in 5 minutes.

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- * Kills (Escherichia coli O157:H7) (Salmonella enterica) and (Staphylococcus aureus) (on hard, non-porous surfaces) (in 10 minutes)
- ** Kills (Escherichia coli O157:H7) (Salmonella enterica) (Staphylococcus aureus) (Poliovirus Type 1) and (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes).
- † Kills (Poliovirus Type 1) (and) (Rotavirus WA) (on hard, non-porous surfaces) (in 10 minutes)

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

Bacteria & Virus		
<< Disinfection – Hard, non-porous surfaces >>		
Bacteria (10 minutes)	(ATCC No.)	
Escherichia coli O157:H7	(35150)	
Salmonella enterica	(10708)	(a fecal / orally transmitted bacteria which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever & vomiting)
Staphylococcus aureus	(6538)	(may cause skin infections, boils, food poisoning, blood infections)
Viruses (10 minutes)	(ATCC No.)	
Poliovirus Type 1	(VR-1562)	
Rotavirus WA	(VR-2018)	(may cause infectious diarrhea in children)
<< Sanitization – Hard, non-porous, non-food contact surfaces >>		
Bacteria (5 minutes)	(ATCC No.)	
Staphylococcus aureus	(6538)	
Enterobacter aerogenes	(13048)	
<u>Symbol Designation – used on product labels</u>		
Single asterisk (*)	Bacteria *	Used for identifying disinfection against specific bacteria
Dagger (†)	Viruses †	Used for identifying disinfection against specific viruses
Double asterisk (**)	Germ ***	Used for identifying disinfection against specific bacteria & viruses / fungi
Triple asterisk (***)	Sanitizes ***	Used for identifying sanitization against specific bacteria
Double dagger (††)	Allergens ††	Used for identifying the removal of specific non-living allergens

<<APPENDIX 2 >>

<< USE SITE / SURFACES / SOILS – May be listed on product label in the singular / plural form; the word “and/&” will be used for lists in paragraph format >>

(Hard, non-porous use sites:)

Day Care Centers	(Hotels) (Motels)	Restaurants
Dental Offices	Laboratories	Schools
(Homes) (Households)	Office Buildings	

(Hard, non-porous surfaces:)

Bidets	Toilets	Vitreous china
Porcelain	Urinals	

Soils:

(Build-up) Deposits	(Limescale) (lime scale)	(Rust) (Rusty) (Stains)
Hard water (stains)	Mineral (Deposits) (stains)	Stains
Lime	Organic Soil	Toilet Rings

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<< APPENDIX 3 >>
<< EMERGING VIRAL PATHOGENS CLAIMS – Hard, non-porous surface >>

This product meets the criteria to make claims against certain emerging viral pathogens from the following viral category:

- Enveloped Viruses
- Large Non-Enveloped Virus

For an emerging viral pathogen that is a/an...	...following the directions for use for the following organisms on the label:
Enveloped Virus	Rotavirus WA
Large Non-Enveloped Virus	Poliovirus Type 1

{Insert Lysol brand name} has demonstrated effectiveness against viruses similar to [name of emerging virus] on hard, non-porous surfaces. Therefore, {insert Lysol brand name} can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on [hard, non-porous surfaces]. Refer to the [CDC or OIE] website at [pathogen-specific website address] for additional information.

[Name of illness / outbreak] is caused by [name of emerging virus]. {Insert Lysol brand name} kills similar viruses and therefore can be used against [name of emerging virus] when used in accordance with the directions for use against [name of supporting virus(es)] on [hard, porous / non-porous surfaces]. Refer to the [CDC or OIE] website at [website address] for additional information.

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