



## OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

January 24, 2024

Abbi Turner  
Senior Regulatory Associate  
Reckitt Benckiser LLC. D/B/A Reckitt Benckiser  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany, NJ 07054-0225

Subject: Notification per PRN 98-10 – Remove Claims and Add Non-Public Health Language and Images to the Master Label  
Product Name: Taj Mahal  
EPA Registration Number: 777-132  
Received Date: 12/05/2023  
Action Case Number: 00493751

Dear Abbi Turner:

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.

Page 2 of 2  
EPA Reg. No.  
Action Case Number

If you have any questions, please contact Terria Northern by email at [northern.terria@epa.gov](mailto:northern.terria@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Northern', with a stylized flourish extending to the right.

Terria Northern  
Registration Risk Manager  
RMBII, Team 34  
Antimicrobials Division  
Office of Pesticide Programs

<< 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.)) (TOTAL:) X FL. OZ. ((X PT.) (X QT.) (X GAL.) (X FL. OZ.))  
OZ.) X (mL) (L) X (mL) (L)

<< FRONT / BACK PANEL >>

EPA Reg. No.:777-132

EPA Est. No.:

777-GA-001 (Y) (YY)

777-MO-1 (Y) (YY)

777-PA-1 (Y) (YY)

777-NJ-2 (Y) (YY)

777-MO-2 (Y) (YY)

XXXX-YY-XXX (Y) (YY)

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

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

~~(See) (bottom) (or) (side) (for) (Lot) (/) (Date) (code) (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 ~~(more)~~ ingredient (and other) information ~~(visit) (www.rbnainfo.com)~~

~~US Patents: www.reckitt.com/patents~~

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

~~(Made in U.S.A. {insert country}) © {insert year} (RB) (Reckitt) (Benckiser) (LLC)~~

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

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



Company graphic logo

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 >>~~

~~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](http://www.spreadinghealth.com).~~

**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.

**NOTIFICATION**

777-132  
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:

01/24/2024

<< 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) (odor fighting (power) (technology))~~  
~~Thick liquid coats bowl for better cleaning than prior formula~~

<< FRAGRANCE & DEODORIZING CLAIMS (Non-Public Health) >>

<< Scent Names >>

<del>Atlantic (Fresh)</del>	<del>Fresh</del>	<del>Sparkling</del>
<del>Breeze</del>	<del>Fields</del>	<del>Spearmint</del>
<del>Citrus</del>	<del>Lavender</del>	<del>Spring</del>
	<del>Lemon</del>	<del>Wintergreen</del>
<del>Clean</del>	<del>Pleasant</del>	
<del>Cool (Breeze)</del>	<del>Rain</del>	<del>Zest</del>
<del>Forest</del>	<del>Refreshing</del>	
<del>(and) (&amp;) (fragrance) (scent)</del>		

~~< Any of the above listed scent names may be combined with each other and the words “and/&” “scent” or “fragrance” in preceding or succeeding order >>~~

~~X (h) (hr) (hour) (day(s)) of freshness~~

~~Xx (the) Freshness!~~

~~Controls odors at their source~~

~~Controls odors caused by bacteria~~

~~Controls toilet odors caused by bacteria~~

~~Deodorizes by killing bacteria that cause odors~~

~~Deodorizes with a fresh, clean scent~~

~~(Deodorizes) with odor-fighting technology for a clean fresh scent that lasts~~

~~(Eliminates) (Controls) (Kills) the bacteria that cause (bad) (unpleasant) odors (at the source)~~

~~(Eliminates) (Fights) (Neutralizes) (Prevents) (Reduces) (Removes) (Tackles) odors (at their source) caused by bacteria~~

~~(Fights bad smells) with odor fighting technology~~

~~For lasting freshness~~

~~Helps to destroy odors~~

~~Keeps toilets smelling fresh for (long(er)) (X) (hour(s)) (hr(s))~~

~~Kills odors~~

~~Kills (the) odor causing bacteria (that cause bad odors)~~

~~Long lasting (freshness) (fragrance)~~

~~Neutralizes stubborn odors~~

~~Our (unique) formula comes with odor fighting technology for a clean fresh scent (that lasts)~~

~~Reduces odor-causing bacteria (above and below the waterline) (in toilets)~~

~~Removes odor causing bacteria~~

~~Removes (offensive) odors (from toilets)~~

<< 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) (\*) ((†)(L)(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)~~

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~~(X for X Pack) (X in X Pack) (X oz. for the price of X fl. oz.) (X x 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)~~

~~(Bottle<sup>5</sup> (is) made) (with) x% (of) recycled plastic~~ 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)~~

~~(Minimum) x% of recycled plastic~~ Leak-proof cap

~~Long (angle) neck bottle (reaches under the rim)~~

~~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](http://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:

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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.

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 <sup>(2)</sup>

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

~~Xx3X (the) Cleaning Power (on {insert soils – see Appendix 2}) ∞~~

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

2-in-1: Cleans, Disinfects<sup>(3)</sup>

3-in-1 (Formula): (Cleans, Disinfects, Deodorizes) (Cleans, Disinfects, Refreshens) (Cleans, Disinfects, Removes Stains)<sup>(3)</sup>

4-in-1: Cleans, Disinfects, Deodorizes, (~~{Sanitizes<sup>(3)</sup>} (Removes tough (stains) ({insert soils – See Appendix 2}))~~)

~~(5X (the) Cleaning Power)~~

~~10X cleaning actions<sup>(∞) (\*\*\*\*)</sup>~~

~~10X cleaning vs bleach <sup>(\*\*\*\*)</sup> ((compared to) vs. bleach jug)~~

~~10X cleaning power<sup>\*\*\*\*</sup>~~

~~10X (quicker) (faster) cleaning<sup>\*\*\*\*</sup>~~

~~10X less scrubbing required<sup>\*\*\*\*</sup>~~

~~10X clinging<sup>\*\*\*\*</sup>~~

~~10X clinging (vs beach)<sup>\*\*\*\*</sup>~~

~~10X freshness<sup>\*\*\*\*</sup>~~

~~100% longer<sup>(∞)</sup> 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<sup>\*\*</sup>) (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 <sup>(2)</sup>

Cleans (and disinfects) above and below the waterline

Cleans (and) disinfects (whitens)

Cleans and protects (from stains) for longer<sup>∞</sup>

Cleans as it disinfects

Cleans away everyday dirt and grime

~~(CLEANS) Our powerful thick gel clings to the surface fighting toughest stains in X seconds~~

Cleans to a shiny finish

Cleans without bleach(ing)

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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

(Deep cleaning) (Bowl & Beyond) (Easy to use) (Non-abrasive) (Rust destroying) (Thick) (Tough stain) (Formula)

Deep Down Clean

~~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}

(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 <sup>(2)</sup>

(Dissolves) (Destroys) (Removes) stains right before your eyes

Dissolves the toughest ~~{insert soils – see Appendix 2} 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<sup>(2)</sup>

Each use keeps clean for (X) flushes<sup>(2)</sup>

Easily breaks down ({insert soils – see Appendix 2}) (stains) without (heavy) (hard) brushing or scrubbing

~~Easily dissolves stubborn ({insert soils – see Appendix 2}) (stains)~~

Easily (dissolves) (removes) (the toughest) ({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 ({insert soils – see Appendix 2}) ~~hard water stains~~

(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

~~Fights (tough) (the toughest) ({insert soils – see Appendix 2}) (stains) in X seconds above and below the waterline~~

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)

Formulated especially for ~~{insert soils – see Appendix 2} (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~~

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~~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})

(Home) disinfectant toilet bowl cleaner

Instant action cleaner

Keep your toilet looking new

Keeps clean for longer<sup>∞</sup>

Keeps clean for (X) flushes

Keeps the toilet protected from stains for up to 100 flushes each use

Keep(s) (the) (toilet) (bowl) (clean) (shin(e)(y)) for (longer<sup>∞</sup>) (X) flushes)

Keep(s) (it)clean (and fresh) longer ((with)(in) just one click))

Keeps your toilet protected from stains even after multiple uses

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)

Longer lasting cleaning<sup>∞</sup>

Longer lasting cleaning protection<sup>∞</sup>

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

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<sup>4</sup> (Gel) (Plus) (+) <sup>(2)</sup>

Power<sup>4</sup> (plus) (+) (&) (and) (with) Odor Fight(ing)(er)

(Power<sup>4</sup>) (toilet) Clinging Gel

Powerful stain (fighting) (fighter)

Powerful<sup>4</sup> thick gel clings to the surface (of the bowl)

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

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Quick and easy cleaning

Quickly removes {insert soils – see Appendix 2}

Releases powerful cleaning agents on contact

~~Removes (x%) more stains than bleach~~

Removes 100% of {insert soils – see Appendix 2} ~~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 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)

Repels stains even after multiple uses

Rinses away easily

(Specially) designed (cap) for better (bowl) coverage

Specially designed for ~~{insert soils – see Appendix 2} 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) (formulated) 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 ~~Xx3X~~ 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

(Toilet) clinging gel

Tough cleaning power

Triple Action (formula): Cleans, Disinfects, Deodorizes

Trusted toilet disinfection

Ultra clinging gel

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

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<sup>(2)</sup>  
(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

**<< 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<sup>®</sup> 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)<sup>\*\*\*</sup>  
Kills 99.9% of common bacteria<sup>\*\*\*</sup>  
Kills 99.9% of (household) bacteria<sup>\*\*\*</sup>  
Kills 99.9% of (household) bacteria in (5 minutes)<sup>\*\*\*</sup>  
Kills 99.9% of (household) bacteria in (5 minutes) above the waterline<sup>\*\*\*</sup>  
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)<sup>\*\*\*</sup>  
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<sup>\*\*</sup>  
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<sup>\*\*</sup> 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

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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\*\*  
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 be used in conjunction with required back panel instructions >>**

**To Open Child Resistant Cap:**

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

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 >>

<b>FIRST AID</b>	
<b>If in Eyes</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li> <li>• Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<b>If on Skin or Clothing</b>	<ul style="list-style-type: none"> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>• Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<b>If Swallowed</b>	<ul style="list-style-type: none"> <li>• Call a Poison Control Center or doctor immediately for treatment advice.</li> <li>• Have person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by the Poison Control Center or doctor.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
<b>If Inhaled</b>	<ul style="list-style-type: none"> <li>• Move person to fresh air.</li> <li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible.</li> <li>• Call a Poison Control Center or doctor for further treatment advice.</li> </ul>
<b>CONTACT NUMBER</b>	
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.	
<b>NOTE TO PHYSICIAN</b>	
Probable mucosal damage may contraindicate the use of gastric lavage.	

<< STORAGE & DISPOSAL – Residential containers >>

**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 >>

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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.



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



<< RECYCLE IMAGES >>



<< The following claims may be used with the above recycle images >>

- Cut when empty) (to Recycle)
- Tear (Here) (when empty) (to Recycle)
- To recycle
- Unzip (here) (when empty)(to Recycle)



<<Note to Reviewer "25%" is a place folder and is representative of "X i.e. any number between 1 and 99">>

<< HOW2RECYCLE GRAPHICS >>

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

<< Multi-Pack Shrinks >>

<< Sleeve Label >>

<< Carton >>

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<< 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 vs. (X) (fl. oz.) {insert Lysol® brand name}~~
- (2) (With) Active Shield Technology
- (3) When used according to disinfection instructions
- (4) for cleaning (when used as (directed) (instructed))
- (5) excluding cap and (sleeve) (label)
- (∞) (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)

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

<b>Bacteria &amp; Virus</b>	
<< Disinfection – Hard, non-porous surfaces >>	
<b>Bacteria (10 minutes)</b>	<b>(ATCC No.)</b>
Escherichia coli O157:H7	(35150)

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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)
<b>Viruses (10 minutes)</b>	<b>(ATCC No.)</b>	
Poliovirus Type 1	(VR-1562)	
Rotavirus WA	(VR-2018)	(may cause infectious diarrhea in children)
<b>&lt;&lt; Sanitization – Hard, non-porous, non-food contact surfaces &gt;&gt;</b>		
<b>Bacteria (5 minutes)</b>	<b>(ATCC No.)</b>	
Staphylococcus aureus	(6538)	
Enterobacter aerogenes	(13048)	
<b>Symbol Designation – used on product labels</b>		
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

**<<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)	(Limescale) (lime scale)	Stains
Deposits	Mineral (Deposits) (stains)	Toilet Rings
Hard water (stains)	Organic Soil	
Lime	(Rust) (Rusty) (Stains)	

< Any of the above soils may be combined with each other and the words “and/&” in preceding or succeeding order >>

**<< 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

<b>For an emerging viral pathogen that is a/an...</b>	<b>...following the directions for use for the following organisms on the label:</b>
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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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