



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

November 1, 2019

Amanda Landolt  
Reckitt Benckiser Inc.  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany, New Jersey 07054-0225

Subject: Notification per PRN 98-10 – *Remove graphics as indicated on page 19*  
Product Name: Cousteau W  
EPA Registration Number: 777-133  
Application Date: 09/24/2019  
Decision Number: 555837

Dear Ms. Landolt:

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 Stacey Grigsby at 703.305.6440 or via email at [grigsby.stacey@epa.gov](mailto:grigsby.stacey@epa.gov).

Sincerely,

A handwritten signature in cursive script that reads "Stacey Grigsby".

Stacey Grigsby  
Regulatory Risk Manager, 34  
Regulatory Management Branch II  
Antimicrobials Division (7510P)

<< FRONT PANEL >>

ACTIVE INGREDIENT:

Citric Acid. . . . . 2.63%

OTHER INGREDIENTS: . . . . . 97.37%

TOTAL: . . . . . 100.00%

**NOTIFICATION**

777-133

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:

11/01/2019

**KEEP OUT OF REACH OF CHILDREN**

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

(NET CONTENTS:) X  
X + X

Box	Individually Wrapped	Refill
Canister	Pack	Resealable
Container	Package	Reusable
(Count) (ct.)	Peel & reseal (package)	(Wet) Cloths
Disposable (Cloths) (Towelettes)	Pre-Moistened	(Wet) Wipes
(Wipes)	Pouches	(Wet) wipe rolls
Floor (Cloths) (Towelettes) (Wipes)	Towelettes	(Wet) Towelettes

(\_\_ x \_\_) inches (\_\_" x \_\_")  
(\_\_ OZ.) (\_\_ LB. \_\_ OZ.) (\_\_ g)  
(Does not include weight of dry wipe)  
(Includes weight of absorbent (wet) (wipe) (cloth))

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-133

EPA Est. No.:

312-WI-3 (Y) (YY)	8251-WI-3 (Y) (YY)	61203-MA-1 (Y) (YY)
475-MO-1 (Y) (YY)	8251-WI-5 (Y) (YY)	68058-IL-1 (Y) (YY)
475-PA-1 (Y) (YY)	11525-IL-1 (Y) (YY)	69209-MA-1 (Y) (YY)
777-CA-1 (Y) (YY)	13891-IN-1 (Y) (YY)	70424-CAN-1 (Y) (YY)
777-GA-1 (Y) (YY)	38654-NJ-1 (Y) (YY)	70930-PA-1 (Y) (YY)
777-IL-1 (Y) (YY)	38654-PA-1 (Y) (YY)	74291-MO-1 (Y) (YY)
777-MO-1 (Y) (YY)	41925-WI-1 (Y) (YY)	075371-IN-1 (Y) (YY)
777-MO-2 (Y) (YY)	50757-WI-1 (Y) (YY)	082206-NY-2 (Y) (YY)
777-NJ-2 (Y) (YY)	52631-NJ-1 (Y) (YY)	082206-NY-3 (Y) (YY)
777-PA-1 (Y) (YY)	54487-GA-1 (Y) (YY)	09019-OH-1 (Y) (YY)
777-POL-1 (Y) (YY)	58996-MO-1 (Y) (YY)	09019-OH-2 (Y) (YY)

See (bottom) (side) (cap) (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 more ingredient (and other) information visit [www.rbnainfo.com](http://www.rbnainfo.com) (website)

(US Patents: [www.rb.com/patents](http://www.rb.com/patents))

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

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

Contains no (phosphates) (ammonia) (silicones) (phosphorous)

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

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The term "x" is a symbol to represent "times"  
The term "Y" is a place holder for a character A – Z.



<< **BACK PANEL – Optional text** >>

Important facts (about this product):

Learn more about (the importance of good hygiene habits) (and) (the appropriate use of disinfectants) (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)

<< **Spanish Translation** >>

IMPORTANT: For directions for use and first aid instructions in Spanish, please call (1-877-843-3817) (1-XXX-XXX-XXXX)  
IMPORTANTE: Para instrucciones de uso y primeros auxilios en español por favor llame al 1-877-843-3817 (1-XXX-XXX-XXXX)

<< **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<sup>(6)(7)</sup>) (improved<sup>(6)(7)</sup>) (cleaning) (New) (Now) (More) (Cleaning Power<sup>(6)(7)</sup>) (performance) (size)  
New (wipe) (wet) (cloth) (canister) (package)  
(New) (improved<sup>(6)(7)</sup>) (stronger<sup>(6)(7)</sup>) (thicker<sup>(6)(7)</sup>) (better<sup>(6)(7)</sup>) (revolutionary) (innovative) {insert pattern / texture – See Appendix 2}  
(New) {insert pattern / texture – See Appendix 2} cleans (picks up)  
(New) {insert pattern / texture – See Appendix 2} for (better) (easier) cleaning  
(New) {insert pattern / texture – See Appendix 2} that traps (and locks) (more) (messes)  
(New) Low(er<sup>(6)(7)</sup>)-Streak Formula  
New low(er<sup>(6)(7)</sup>) streak formula that leaves less streaks than before, even on your shiniest surfaces  
(New) (wipe) (wet) (cloth) {insert pattern / texture – See Appendix 2} (traps) (and) (locks) (locks in) (picks up) (more)  
(mess(es)) ({insert soils – See Appendix 2})  
(New) tougher<sup>(6)(7)</sup> (wipe) (wet) (cloth) (for tougher cleaning) (for your tougher jobs)  
(New) (Unbeatable<sup>(6)(7)</sup>) (Dirt) Lifting  
(New) (Unbeatable<sup>(6)(7)</sup>) Grease Cutting  
(New) (Active) Lift (Cleaning) (Technology)  
(New) (Easy) (Dispensing) (Cap)  
(New) (Improved<sup>(6)(7)</sup>) (Stronger<sup>(6)(7)</sup>) (Better<sup>(6)(7)</sup>) Cleaning Formula to (power through) (eliminate) (clean) (soap scum) (grime)  
(bathroom soil) {insert soil from Appendix 2}

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<< FRAGRANCE CLAIMS >>

Aromatic	Blossom	Calypso	Citrus
Clean Sky	(White) Cotton	Crisp	Crisp Linen
Fresh	Fresh Cotton	Herbs	Orange
(Green) Sensations	Sunburst Citrus	(White) Peony	Apple

(and)(&(or)  
Fragrance (Free)  
Free from Fragrances and Dyes  
No (Aroma) (Scent) (Fragrance)  
No Fragrance(s) (and) (or) (Dyes)  
Scent  
Unscented  
Variant

<< PURCHASE / SCHOOL SUPPLY PACKAGE CLAIMS >>

(X)(%) free for (your) (school)(class) (and / &) (college)(university)  
(x) Bonus box tops  
(X) Box Tops for Education  
A school supply (item) to (help) kill germs (\*\*)(<sup>1</sup>)  
(An) (Important) school supply checklist (item)(<sup>1</sup>)  
Back to school (item) (special) (value) (limited time) (limited edition) (pack) (<sup>1</sup>)  
Back to school Supply Value Pack (<sup>1</sup>)  
Back to school doesn't have to mean back to germs (\*\*) (with Lysol®)  
Back to school back to clean(!)  
Back to school (checklist)(essentials)(needs) (for) (cleaning)(sanitizing)  
Be ready for school with Lysol® at home  
(Buy) (X) for Teacher (/)(+)(and)(&) (X) for Home (<sup>1</sup>)  
(Buy) (X) for Home (/)(+)(and)(&) (X) for Teacher (<sup>1</sup>)  
(Buy) (X) for Kitchen (/)(+)(and)(&) (X) for Bath (/ 1 for Living Room)  
(Buy) (X) for School (/)(+)(and)(&) (X) for Home (<sup>1</sup>)  
(Buy) (X) for Home (/)(+)(and)(&) (X) for School (<sup>1</sup>)  
(Buy) (X) for Home (/)(+)(and)(&) (X) for Office  
(Buy) (X) for Office (/)(+)(and)(&) (X) for Home  
Buy (X) (Get) (+) 1 Free (for) (to) (give) (to) (your) (School) (Classroom) (Teacher) (<sup>1</sup>)  
Buy (3)(x) Get 1 Free (for) (to) (give) (to) (your) (School) (Classroom) (Teacher) (<sup>1</sup>)  
(Buy) (Lysol) (give) (money)(cash)(\$ (to) (your) (school) (+X) (free) (for) (your) (school)(classroom) (BoxTops) (=) (\$) (for) (computers)(text)(books)(playground)(equipment)(supplies) (and / &) (more)(!)  
Buy (x) Lysol (get) (x) (free) (earn) (cash)(\$ (for) (your) (school) (with) (every) (purchase)  
Do not remove [label] [sticker]/((cut out) Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied)))  
Earn (X)(x) Box Top(s)(\$ for Education  
Earn (x) bonus BoxTop(s)  
Get ready for back to school (<sup>1</sup>)  
Great value for back to school  
(Great)(Perfect)(Essential) for (school) (and / &) (home)  
(Give) (back) (more) (\$) (money)(dollars) (to) (your) (school) (and / &) (local) (community) (only) (with) (Lysol)  
Helps Mom  
(Hey) (Mom(s)) (Teacher(s)) (Be) (Are you) (Ready for) ((back to) school)(?) (!)  
(Important) school supply checklist (item) (<sup>1</sup>)  
(Key) Back to school shopping list (item) (<sup>1</sup>)  
(Mom(!)) Be ready for back to school (with Lysol®)

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More Cash for your school  
No more clipping  
Official Box Top(s)(\$ for Education Brand  
(Over) (\$1,000,000)(\$1MM)(\$1MM+)(X) (donated)(earned)(contributed) (to) (your) (American)(local) (schools)(classrooms)  
(with)(via) (BoxTops)  
(Proud)(Exclusive)(Partner) (of)(with) (BoxTops)(BTFE) (for) Education)  
Scan your receipt  
School Supply Pack <sup>(1)</sup>  
School's In. Keep germs (\*\* out with Lysol®  
See how at BTFE.com  
See (top)(back) (and / or) (sticker) for (details) (and / or) (rules) (and / or) (instructions)  
See details or rules or instructions [on] [back or sticker]  
Your teacher(s) love(s) Lysol®

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

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  
(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](http://WWW.BOXTOPS4EDUCATION.COM). VOID WHERE PROHIBITED. Instant Win Game starts (X/XX/XX) at XX:XX(am)(pm) ET and ends x/xx/xx at xx:xx(am)(pm)ET. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit (enter URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

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

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**<< 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 in 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) ({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)

**<< CROSS-PROMOTIONAL CLAIMS >>**

(Also) Try (These) (Our) (Other) Lysol® (Products) (Wipes) (insert picture of Lysol product)

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

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

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 (For) Free (Rebate)

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)

**<< PACKAGING CLAIMS >>**

(+) (X)(x) (%) (Extra) (More<sup>(6)(7)</sup>) (Free) (Value) (Pack) (Wipes) (Refills) (Multi) (Canister) (Package) (Thicker<sup>(6)(7)</sup>) (Stronger<sup>(6)(7)</sup>)

(Longer lasting<sup>(6)(7)</sup>) (More cleaning solution<sup>(6)(7)</sup>)

X (%) (more<sup>(6)(7)</sup>) Wipes for the price of X

(X)x more cleaning with (X)x more wipes<sup>(6)(7)</sup>

(X) (X Pack) (X Wipes)

X (canisters) (containers) with X refill (pouches)

X (extra) feet (more<sup>(6)(7)</sup>) (of cleaning)

X (for) X Pack

X (more<sup>(6)(7)</sup>) days (of cleaning)

X Wipes + X Wipes (=) X Wipes

(X) (Wipes) for the price of (X)

Also available (in) (as) (the) (a) (X) (count) (size) (pack)

Basic (Wipes)

(Better<sup>(6)(7)</sup>) (Improved<sup>(6)(7)</sup>) (Hassle-free) (Easy) (One-handed) dispensing –or–dispenser

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(Better<sup>(6)(7)</sup>) value  
(Bonus) (Amazing) (Economy) (Great) (Jumbo) (Larger<sup>(6)(7)</sup>) (Mega) (Portable) (Super) (To Go) (Travel) (Trial) (Tub) (Value)  
(Bonus) (Pack) (X%) (More<sup>(6)(7)</sup>) (Free) (X) (Wipes) (With) (Free) (Canister) (Package) (Pouch)  
(Buy X Get X Free!) (Total X (Wet) Wipes) (\_\_\_ x \_\_\_)  
Compact (and)(&) (Convenient) (dispensing) (cleaning)  
Convenient  
Clean More Use Less<sup>(12)</sup>  
Designed to Leave (the pack) Out on the Counter  
Dispenses one (wipe) at a time  
Dispense(s) (wipes) with (only) (just) one hand  
Dual Pack  
(Drops) (Slides) into an empty (sanitizing) (cleaning) (wipes) (canister) (container)  
(Easy) (Dispensing) (Cap)  
(Easy) (Easier) (Simpler) (Simple) (than ever) to (dispense) (refill) (use)  
Easy open  
Easy pull (from start to finish)  
Easy to carry around the house  
Easy to refill  
Easy to (store) (stack)  
(Easily) Grab (wipes) one at a time  
Effortless dispensing  
Extra Value at no Extra Cost  
Fills (X) (ct) (size) (wipe) (cloth) (canisters) (peel & reseal) (package) (packages)  
Fits almost anywhere  
Fits in (your) (car) (glove compartment) (cup holder) (purse) (bag) (gym bag) (diaper bag)  
FREE SAMPLE – NOT FOR RESALE  
Grab (and)(&) Go  
Great for the (road) (travel) (travelling)  
Keep or Carry (one) (some) (a package) (pouch) (pack) in your (purse) (diaper bag) (backpack) (gym bag)  
Limited time value (pack)  
Made with (X%) (Xx) (X times) less<sup>(6)(7)</sup> plastic  
Mini (pack)  
(More<sup>(6)(7)</sup>) value, same price  
(More<sup>(6)(7)</sup>) (Wipes) (Cloths) (X) ct  
On the Go  
One-handed dispensing  
Our (best) (easiest) (smoothest) dispensing ever<sup>(8)(!)</sup>  
Perfect for your (purse) (diaper bag) (gym bag) (glove compartment) (car)  
Pocket (Size) (Pack)  
Pop Action  
Pop(s) up  
(Pop) (Pull) Up (Here) (Cap) (Top)  
(Portable) (Purse) (Travel)(Trial) (Size) (Pack)  
(Press) (tear) here  
(Pull) (Get) 1 wipe at a time, every time!  
(Ready) (Pull) (Dispense) (Dispensing)  
Redesigned dispenser  
Refill (X) Pack  
Refills (now) available  
(Refill) (Size) (Range) (Pack) (Package)  
Refill (tub) (pack) uses (X%) (X times) (Xx) less<sup>(6)(7)</sup> plastic  
Refillable  
Resealable (twin) (pack)  
Same Lysol Wipes (that you love), Easier<sup>(6)(7)</sup> to (use) (dispense) (grab)  
SAMPLE ENCLOSED – NOT FOR RESALE

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Sanitization (Value) Pack  
Save More<sup>(6)(7)</sup>  
Single (sheet) (wipe) dispensing  
(Small) (size) (wipes) (great) (perfect) for small (cleaning) jobs  
(Take) (Carry) (it) (this product) (anywhere) (everywhere)  
Take it with you  
(Tear) (open) (here) (to open)  
(This product) is (also) great on the “go” (in {insert sites – See Appendix 2})  
Try (Me) (For) (Free) (Out) (Rebate)  
(Universal) Refill (Pack)  
Use in (X) ct. (canister) (peel & reseal) (pack) (package)

**<< WIPE CONSTRUCTION / SIZE CLAIMS >>**

(X)x more<sup>(6)(7)</sup> scrubbing power  
(X) times the size  
(X) (times) (bigger) (larger) (than) (a) (your) (our) (regular wipe) (regular cloth)  
(X) % larger (wipe) (cloth)<sup>(6)(7)</sup>  
(x%) More Absorption<sup>(6)(7)</sup>  
(x%) Thicker Wipe<sup>(6)(7)</sup>  
(X%)(Stronger)(vs. leading paper towel brand)<sup>(6)(7)</sup>  
(X%)(Thicker)(vs. leading paper towel brand)<sup>(6)(7)</sup>  
(Active) Lift Cleaning (Technology)  
Active Lift Technology to (trap) (lock) (&) (and) lift more<sup>(6)(7)</sup> mess(es)  
A whole new kind of (wipe) (wet) (cloth)  
All that you expect from your current (wipe) (wet) (cloth), plus now you can trap and lock (more<sup>(6)(7)</sup>) messes  
Built-in (Micro) (tough) scrubbing fibers  
Built-in Scrubbing Fibers help clean away tough stains (like soap scum) (and) (baked on grease)  
(Cleans)(X%)(Better)<sup>(6)(7)</sup>  
(Cleans)(X)(More)<sup>(6)(7)</sup>(Stains)(Surfaces)  
Designed with scrubbing fibers to clean (X)x (more<sup>(6)(7)</sup>) {insert soil}  
Dotted pattern (to) (Trap) (and) (Lift) (Lock) (More)<sup>(6)(7)</sup>  
(Durable) (and) (super) (absorbent)  
Each pre-moistened disposable wipe has a (scrubbing) (abrasive) side for (tough stains) (tough jobs) (like) soap scum and grease and a softer side for wiping away everyday messes.  
Each pre-moistened, disposable wipe cleans your surroundings wherever you use it  
Easy (lift) (wipe(s))  
Extra large wipe<sup>(6)(7)</sup> for larger<sup>(6)(7)</sup> messes in your kitchen or bathroom  
(Extra) (X-tra) (X-Large) (Large) (Super Size) (Wide) (Long) (XL) (Super) (Jumbo) (Mega) (Giant) (Ultra) (Premium) (Platinum) (Wipes) (Wet) (Cloths)  
(Feel) (See) the difference with (our) (new) ({insert texture from Appendix 2}) (formula)  
Feel the strength  
(Great) (Designed) (Built) for tough (messes) (cleaning)  
(Great) (Designed) (Built) (Tough) (Textured Design) for your toughest messes  
{Insert pattern / texture – See Appendix 2} cleans (picks up) (traps) (locks) {insert soils – See Appendix 2}  
Interlocking weave that (traps) (and) (locks) (more) messes. Just wipe and throw away. (It's that easy.)  
(Larger) (bigger) (longer) than ever<sup>(6)(7)</sup>  
Large (Size) Sanitizing (wet) cloths  
Large strong (wipe) (wet) (cloth), (can be used on floors) (and) all over the house  
(Lock) (&) (Trap) (and) (Lift) (Technology) (to) (trap) (&) (and) (lift) (more<sup>(6)(7)</sup>) (mess(es))  
Longer Lasting Wipe<sup>(6)(7)</sup>  
Max Strength (wipe)<sup>(6)(7)</sup>  
Max Thickness<sup>(6)(7)</sup>  
Microlock Fibers (fiber) (weave) (grooves) (pattern)  
Non-abrasive

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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)  
Our Best (Ever) Wipe<sup>(6)(7)</sup>  
Perfect Size for (Kitchens) (and) (Bathrooms) (and) (Bedrooms)  
(Quilted) (Textured) (Pattern) (Wipe) (to) (Trap) (Lock) (and) (Lift) (Pick Up) (More<sup>(6)(7)</sup>) (Dirt) (Mess(es)) (Mess)  
Reinforced with {insert texture from Appendix 2} (strength)  
Same Lysol Wipes (that you love), (now) (bigger<sup>(6)(7)</sup>) (larger<sup>(6)(7)</sup>) for more<sup>(6)(7)</sup> (cleaning)  
Scrubbing  
(Scrubbing) (fibers) (side) for tough messes  
Scrub(s)  
Scrubs like a sponge  
Scrub(s) without scratching  
Strength<sup>8</sup> you can (trust) (depend) (rely) (up) (on) (!)  
(Strong) (durable) (thick) (large) (larger<sup>(6)(7)</sup>) (tough) (wipe) (wet) (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)  
Stronger cleaning Wipe<sup>(6)(7)</sup>  
Tackle (large) (big) (tough) (cleaning) (jobs) (messes) with just 1 wipe  
Textured wipe  
The other side for wiping your surfaces clean  
The strong wipe has a revolutionary dual texture  
(Thick) (and) (Durable)  
Thick wipe for touch-up cleaning  
Thick(er) (and) (Strong(er)) Wipe<sup>(6)(7)</sup>  
To trap and lift more<sup>(6)(7)</sup> mess(es)  
Tough on messes, gentle on (surfaces) ({insert surface from Appendix 2})  
Tough (wipe) (cloth) (for tough cleaning) (for your tough jobs)  
Traps (&) (and) (N) (Lifts) (Locks) (up to) (X)(x) (more<sup>(6)(7)</sup>) (messes) (grime) (Dirt) (Dust) (&) (and) (Hair) (residue) ({insert soil from Appendix 2})  
Trap (&) (and) (N) Locks fibres to pick up debris while powering through tough messes  
Traps and Dissolves (your) (most) challenging messes  
Traps (&) (and) Locks (dirt) (dust) (crumbs) (hair) (fibers)  
Traps (&) (Locks) (More<sup>(6)(7)</sup>) (Mess(es)) (,) (even) (dirt) (dust) (crumbs) (hair)  
Traps (&) (and) Locks (more<sup>(6)(7)</sup>) particles of (dirt) (dust) (messes) (crumbs) (hair)  
(Traps) (cleans) {insert soils – See Appendix 2}  
(Traps) (locks) (picks up) (cleans) (wipes off) {insert soils – See Appendix 2}  
Versatile wipes clean multiple surfaces (like {insert surfaces from Appendix 2})  
(Virtually) Lint Free  
Wiping  
(With) (interlocking) ({insert pattern / texture – See Appendix 2}) (pattern) (for) (cleaning) (performance) (power)  
(With) (interlocking) ({insert pattern / texture – See Appendix 2}) (pattern) (that traps and locks more messes)  
With Micro-Lock fibers

**<< MARKETING CLAIMS >>**

(Complete) (Dual Use) (Easy to use) (Everyday) (General Purpose) (Multi Action) (Multi Clean) (Multi-Purpose) (Multi-Surface) (Multi Use) (Triple Action) (Wipes) (Cloths)

(Daily) (Advanced Cleaning) (Simply) (Surface) (Clean) (Cleaner) (Cleaning) (Deodorizes) (Sanitize) (Sanitizer) (Sanitizes) (Sanitizing) (Wet) (Cloth) (Cloths) (Wipe) (Wipes)

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(Antibacterial) (Antibacterial Action) (Bactericidal<sup>\*\*\*</sup>) (Bactericide<sup>\*\*\*</sup>) (Deodorizer) (Deodorizes) (Sanitizes) (Sanitizer)

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

(New) ((X)x) (%) (times) (more) (better) (Improved) (Deeper) (Enhanced) (Stronger) (Tougher) (Thicker) (Advanced) (Defined) (absorbent) (Textured) (layered) (Dirt-lifting) (Dirt-catching) (Dirt-trapping) (Dirt-busting) (Mess-lifting) (Mess-catching) (Mess-trapping) (Mess-busting) (pockets) (honeycomb) (texture) (pattern) (wipe) (to) (scrub(s)) (.) (last(s)) (use(s)) (longer) (clean(s)) (power(s) through) (pick(s) up) (capture(s)) (trap(s)) (lift(s)) (absorb(s)) ((X)x) (%) (time(s)) (x) (more) (weight) (mess(es)) (dirt) (grease) (better) (as) (it(s)) (better) (to be as strong as) (than) (a) (cloth) <sup>(6)(7)(12)</sup>

(A) (Brighter Outlook) (Fresh Start) (Be) (Happy) (Asana) (Bliss) (Brand New Day) (Bright)(Brighter) (Horizon) (Outlook) (Carnival) (Celebrations) (Feel(ing)) (Positive) (Festival) (Free) (Spirit) (Fresh) (Clean) (Scent) (Fiesta) (New) (Beginnings) (Start) (Hello) (Future) (Tomorrow) (Holiday) (Home) (Sense(s)) (Inspiration(s))(Inspire) (Joy) (Essence) (Kaleido) (Leap Forward) (LifeScent(s)) (Make it Happen) (Mod(Abode)(Home)) (Mosaic) (Ozoo) (Prisma) (Renewal) (Revive) (Samba) (Santasha) (Sunny) (&) (Bright) (TrueColor) (VibraScent(s)) (VivaScent(s)) (Welcome) (Tomorrow)

{insert soils – See Appendix 2} disappear(s) (in a flash)

(X People X Toilet) (4 people 1 Toilet)

(X%) More<sup>(6)(7)</sup> Surface (Cleaning) (and) (Sanitization)

(x%) More<sup>(6)(7)</sup> Surface Protection

(X) actions in one swipe (wipe): (Sanitize<sup>9</sup>), (Clean), ((Remove) (Break down) (more<sup>(6)(7)</sup>) (messes) (grime) (dirt) (bacteria<sup>\*\*\*</sup>)

{insert soil – see Appendix 2}

X<sup>(th)(st)</sup> Anniversary

XXXX (Classic) (Edition)

(X)x CLEANING ACTIONS<sup>∞</sup>

(Xx) (the) (Cleaning Power) (: (Thicker), (Stronger) (Longer lasting) (More cleaning solution) (Scrubby texture) <sup>(6)(7)</sup>

Xx (the) Cleaning Power on grease, baked on cheese, baked on greasy soil (and) (&) soap scum

(X)x (the) (everyday) cleaning (power) (strength) <sup>(6)(7)</sup>

(0%) (Zero) (Percent) (Free from) (No) Bleach<sup>^</sup>(,) (Dyes) (and / or) (Ammonia)

(0%)(Zero) (Percent) (Free from) (No) (Fragrances)(,) (No Dyes)(,) (No Ammonia)

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

Adventure Awaits

(America's) (#1) (Brand)

American (Edition)(Made)

American Fragrance Collection / American Collection

American Homes

An efficient way to clean

(A(n)) (Even) (Better<sup>(6)(7)</sup>) (Great) (Easy) (Everyday) Cleaner

Anytime (to go)

(Bad) (Gross) (icky) (Smells) (Odors) linger

Best on grease (removal)

Better Grease Cutting<sup>(6)(7)</sup>

(Better) (Hello) Tomorrow

(Birthday) (Retro) (Limited) (Special) (Classic) (Gold) (Edition)

Bleach free

Breaks apart tough and dried up messes

(Clean(s)) (in) (with) one swipe

Clean (&)(and) Simple

Clean and sanitize on the go

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

Clean with (just) (one) wipe

Cleans (and) (deodorizes) (sanitizes) (eliminates odors)

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(Cleans) (and) (dissolves) (soap scum) (and) (baked on grease)  
(Cleans) (Deodorizes) (To) Save you Nose  
Cleans (even) (bigger) (tougher) (more) (stubborn) messes<sup>(6)(7)</sup>  
Clean (even) more -or- multiple surfaces<sup>(6)(7)</sup> with (this)(wipe(s)) (product)  
Cleans more surfaces (with just one wipe)<sup>(6)(7)</sup>  
(Cleans) (removes) (tough) (grimy) (bathroom) (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  
Clear dry formula  
Clear drying formula (for Multiple Surfaces)  
(Contains)(Formulated) (with) (plant-based)(plant-derived) citric acid  
(Contains)(Formulated) (with) (plant-based)(plant-derived) (active) ingredient(s)  
Contain(s) (no abrasives)  
Contains no (Cl) (Chlorine) bleach  
(Contains)(Leaves)(Free from) (no) (harsh) (harmful) chemical(s) residue(s) (and / or) (fume(s))  
Contains (light) (and / &) (fresh) fragrance(s)  
Contains (powerful) (effective) grease cutters  
(Continuous Clean) (Dirt Blaster) (Stain Blaster) (Stain Lifter)  
Crumbs (multiply) (spread)  
Cuts cleaning time  
Cuts {insert soils – See Appendix 2}  
Cuts grease (and grime)  
(Cuts Grease) (and) (Lifts Messes)  
(Daily) (everyday) (kitchen) (surface) (cleaning) (sanitizer) (anywhere) (everywhere) (wipe)\*\*\*  
Deep Down Clean!  
Delivers a Complete Clean  
Deodorizes (and sanitizes) as it cleans  
Dissolves {insert soils – See Appendix 2}  
(Does not) (will not) (no) (scratch(ing) (your surfaces)  
Does not (include) (contain) ({insert components – See Appendix 3})  
(Doesn't) (does not) (create) (leaves) (no) (strong) (harsh) (chemical) (residue) (fumes)  
(Dogs) (Children) (Kids) like puddles  
Dream. Believe. Achieve.  
Dream Big  
Dry clear (formula)  
Dye Free (formula) (wipe) (product)  
Each (textured) (quilted) wipe (cleans as much as) (lasts longer than) (X) (regular) (Original) Lysol® Disinfecting Wipes  
Each wipe cleans as much (mess) as a spray cleaner and X paper towels  
Easy on surfaces  
(Easily) Lifts away dirt, dust and debris (from {insert surface from Appendix 2})  
(Effective) (cleaning) (sanitizing) has never been (easy) (easier) (or) (more convenient)  
Effectively cleans everyday messes  
(Eliminates) (Removes) (kitchen) (and) (bathroom) odors  
Eliminates the need to push (the) dirt around  
Endless possibilities  
Everyday cleaning on {insert surface from Appendix 2}  
(Everyone) (Germs) (Bacteria) (is) (was) (touched) (touching) that  
Everything (you need) is already in the wipe  
(Ew... ) (Odors are Gross)  
EZ Clear (technology) (formula)  
EZ Dry (technology) (formula)  
EZ Shine (technology) (formula)  
Feelin(g) Positive

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Fit(s) (in your) (an existing) (a) Lysol Wipes (canister) (Container)  
(Floors) ({insert use surface – See Appendix 2}) get sticky  
Food Doesn't Stay (in) (on) the (Pan) (stovetop) ({insert use surface – See Appendix 2})  
(For) (a) (deep) (cleaning) (scrubbing) (plus surface cleaning)  
(For) (deep) (scrub(s)(ing)) (and) (surface clean(s)(ing))  
For (daily) (everyday) (use) (cleaning)  
For everyday cleaning tasks  
For lasting freshness  
For when a regular (wipe) (cloth) (just) can't get the job done  
For the holidays  
(Formulated to) Dissolve(s) and pick(s) up tough messes  
Free from (Cl) (Chlorine) bleach  
Free From ({insert components – See Appendix 3})  
Free Spirit  
Freshness (Booster) (Enhancer) (Fragrance)  
Freshener  
(Gentle Cleaning) Formula (powers through) (eliminates) (cleans) (soap scum) (grime) (bathroom soil) {insert soil from Appendix 2}  
(Germs) (Bacteria) (&) (Viruses) thrive (in a) (icky) (dirty) (toilet) ({insert site/surface – see Appendix 2})  
Germ(y) (counter) ({insert use surface – See Appendix 2}) Germ(y) food  
(Get) (Take) a Whiff  
Gets up stuck-on messes  
Gives (a) (deep) (deeper) (clean)  
Good Feelings  
(Grease) ({insert soils – see Appendix 2}) is tough  
Great (for) on the go  
Handles daily clean-ups with no need for additional sprays, sponges or buckets  
Heavy (light) duty (jobs)  
Hello Future  
Helps clean (away) (tough stains) (like) {insert soils – See Appendix 2}  
(Helps) eliminate odor-causing bacteria  
Helps remove everyday dirt and messes  
(Help(s)) (to) make your room Lysol® clean  
Helps you finish cleaning  
Jump Start  
Keep it handy in your (purse) (diaper bag) (gym bag) (glove compartment) (car)  
(Kids) (Children) (Pets) (Family) (We) Make Messes  
Leaves (household) (bathroom) (restroom) surfaces sanitary  
Leaves less streaks than before  
Leaves (no) (0%) (harsh chemical) (residue) (a streak free shine) (a clean surface) (behind)  
(Leaves) (virtually) (no) (dull) (film) (sticky) (residue)  
Leaves your {insert surfaces / sites – See Appendix 2} and clean  
(Limescale) ({insert soils – see Appendix 2}) (Germs) (Bacteria) (&) (Viruses) (build-up) (grow) (in) (tubs) ({insert use surface – See Appendix 2})  
Long Lasting (Fragrance) (Freshness)  
Live Laugh Shine  
Live The Moment  
Look out for our (decorative) (beautiful) (Designer Series) (packaging) (canisters)  
(Low Streak) (Lower Streak) (Streak free) (No streak) (Formula)  
Lysol®  
(Lysol), Germ Experts since 1889  
Lysol (Scrubbing (Power)) (Antibacterial) (Sanitizing) (Sanitizer) (Daily) (Dual Action) (Kitchen (Pro))(Bathroom) (Multi) (Purpose)  
(Surface) (Cleaner) (Cleaning) Wipes  
(Made)(Assembled)(Produced) (in) (America)(U.S.A)(the)(U.S.)  
(Made) (in) (America)(US)(USA) (with) (globally) (sourced) (international) (ingredients) (materials)

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Made without (insert components – See Appendix 3)  
Makes cleaning easier  
Moisture guaranteed  
Mom-tested, Lysol approved  
(More) effective at cleaning your challenging everyday messes  
Neutralizes stubborn odors  
No (insert components – See Appendix 3)  
No Bleach^ Harshness  
No harsh chemical residue  
No harsh (chemical(s)) (residue) (left) (behind)  
No harsh chemicals = No need to rinse (see directions for use)  
No (harsh) chemical residue (- no rinse) (- no need to rinse) (required) (see directions for use)  
No (harsh) chemical residue (= no rinse) (= no need to rinse) (required) (see directions for use)  
(No bottles)(,) (no sponges)(,) (no mess) (necessary)  
(No more) (eliminates) pushing dirt around  
No more (pushing) (scooping) (insert soils – See Appendix 2) (around)!  
No (need to) rinse (required) (see directions for use)  
No rinsing required (see directions for use)  
Non-abrasive formula  
One (canister) (wipe) has more cleaning power than X ((rolls of) paper towel(s)) (wipes(s))  
One swipe and (insert soil – See Appendix 2) (is) (are) gone!  
(One) wipe (can be) used to clean messes  
One wipe, many surfaces  
(Only) contains (X) carefully selected ingredients  
Our Best Clean<sup>7</sup> (Ever)  
Phosphate free  
Picks up (dirt) (crumbs) (Dust) (and even) (hair)  
Powerful clean(er)  
Powerful (effective) (degreaser) (cleaner)  
(Powers through) (cleans) (traps) (messes) (soap scum) (soils) (stains)  
(Powers thru) (cuts thru) (hard) (stuck on) (sticky) (built up) (insert soil – See Appendix 2)  
(Reduces) (Less) scrubbing (needed)  
Removes (and cleans): (insert soils – See Appendix 2)  
(Rings) (insert soils – see appendix 2) (aren't) (isn't) pretty  
Rise and Shine  
Rise Up  
Santizing + Cleaning (Wipes)(Cloths)(Towelettes)  
Saves time  
Scrub(s) away (insert soils – See Appendix 2)  
(Showers) (insert site/surface – see Appendix 2) get (gross) (icky)  
Simplifies (cleaning) (and) (sanitizing)  
Simply  
Smell the clean  
(Soap Scum) (insert soils – see Appendix 2) (is) (are) gross  
Soft touch fabric  
Sticky can (spread) (multiply)  
Swipe(s) away (insert soils – See Appendix 2) (in seconds) (with no effort)  
Tackles (tough) (stubborn) cleaning jobs  
(The) Cleaning Power of Lysol® (in a Wipe)  
(This product) has Xx Cleaning Power to remove grease, baked on cheese, baked on greasy soil (and) (&) soap scum  
(This product) has the cleaning power to remove (insert soils – See Appendix 2)  
Time (saver) (saving)  
(To) get (surfaces) (insert use surface – See Appendix 2) (that) (glow) (glowing) (shine) (sparkle) (glisten)  
To Save your nose (from (nasty) (gross) odors)  
Tough cleaning power (for your difficult) (for your most challenging) (stubborn) (messes) (jobs) (stains)

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Tough on grime  
Tough on (kitchen) messes  
Tough stains like scuff marks  
(Traps) (and) (Dissolves) Challenging Messes  
(Unbeatable) (Dirt) Lifting<sup>(6)(7)</sup>  
(Unbeatable) Grease Cutting<sup>(6)(7)</sup>  
Use (daily) (everyday)  
(Virtually) streak free (formula) (!)  
(Visible) clean  
What it takes to get the job done  
Who wants to touch (that) (a dirty) (icky) toilet  
Wipe(s) away {insert soils – See Appendix 2} (in seconds) (with no effort)  
Works on (large) (small) spills  
Wow(!)  
You can see messes sticking to the wipes (– even) (dust) (dirt) (hair) (and) (crumbs)

**<< MARKETING CLAIMS – PROFESSIONAL >>**

For (Commercial)(Professional) Use  
(Commercial)(Professional) Wipes  
(Industrial)(Institutional) Cleaning  
Heavy Duty Cleaning  
Reduces Cross Contamination of Bacteria on treated surfaces  
(For) (Can) (Be) (Use(d)) (On) (At) {insert sites / surfaces – See Appendix 2}

**<< USAGE CLAIMS >>**

Appropriate for use on {insert surfaces – See Appendix 2}  
Can be used (on) (perfect) (for) (large surfaces) {insert sites / surfaces – See Appendix 2}  
Captures (more<sup>7</sup>) (messes) (grime) (dirt) (bacteria<sup>\*\*\*</sup>) ({insert soil from Appendix 2})  
Compatible with {insert surfaces – See Appendix 2}  
Designed for {insert surfaces – See Appendix 2}  
Effective (sanitizing) for use in {insert sites – See Appendix 2}  
Effective on multiple hard, non-porous surfaces  
(Effectively) works on (many) (most) (a wide range of) (household) (kitchen) (bathroom) (hard non-porous surfaces)  
(For) everyday (use) (on) (usage) (touch ups) (kitchen areas) (baby areas) (pet areas) {insert sites / surfaces – See Appendix 2}  
(For) everyday cleaning tasks  
(For) (Everyday) (Cleaning) (On) (Around) {insert sites / surfaces – See Appendix 2}  
(For) general (cleaning) (and) (sanitizing) (hard non-porous) (non-food contact) surfaces  
(For) use in (Kitchen,) (and) (Bathrooms) (and) (Bedrooms)  
(For) (use) (in) (your) (the) (babies) (baby's) room  
For use (in)(on) {insert sites / surfaces – See Appendix 2}  
For your tough(est) messes  
(Free from) (No) (Ammonia) (Bleach) (Formaldehyde) (Fragrance(s)) (&) (and) (Dye(s)) ((Harsh) chemical residue(s)) (Parabens) (Sulfates)  
Gentle (for use) (on) {insert sites / surfaces – See Appendix 2}  
(Great) (excellent) for (clean ups) (touch up cleaning)  
Great (for) (around) (cleaning) (inside) {insert soils / sites / surfaces – See Appendix 2}  
Great for cleaning around the toilet  
(Great for) cleaning ceiling fan blades  
Great for dissolving (tough) spots  
(Great for) (inside) (closets) (and) (around) (closet shelving)  
(Great) for ({insert soils / sites / surfaces – See Appendix 2})  
Great for revealing the natural shine of your floors  
(Great for) the top of the fridge

---

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(Great for) tidying up pet areas  
Great for (touch-up(s) (cleaning)  
Great for use in cars  
Great (for) (use) (on) (under) {insert surfaces – See Appendix 2}  
Great for use (in) (on) your (kitchen) (bathroom) (bedroom) (and) (throughout) (all over) (the) (house)  
Great for use in your (dorm room) (class room) (office) (gym)  
(Great) (suitable) (to) (for) use (all) (around) (over) (the) (house) (home) (when used as directed)  
Kind (for use) (on) {insert sites / surfaces – See Appendix 2}  
Maximum Cleaning Minimum Effort  
Mild (for use) (on) {insert sites / surfaces – See Appendix 2}  
Perfect for use on {insert surfaces – See Appendix 2}  
(Perfect) (suitable) (great) for (everyday) (touch ups) (daily) (use) (cleaning) (all) (around) (the) (house) (home)  
Safe (to) (for) use on (the following surface material(s): {Insert surface materials from Section titled “Surface Types: (~ Non-Medical or Fixture)” on Appendix 2}  
Suitable for use (on) (in) ({insert sites / surfaces – See Appendix 2}) (food contact surfaces) (no need to rinse)  
Suitable to use on (Sealed Granite) (and) (Finished Wood) (and) (Stainless Steel)  
Suitable (to)(for) cleaning on food contact surfaces – no need to rinse.  
Suitable for use on high chairs, changing tables, toys and other hard, non-porous surfaces  
Suitable (to)(for) (use) (on) {insert sites / surfaces – See Appendix 2}  
Suitable for use on (virtually) (most) (all) (finished floors) (sealed) (surfaces)  
(Suitable) (ideal) (made) (perfect) (great) (for) (use) (in) {insert sites – See Appendix 2}  
(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 Appendix 2}  
(This product) (cleans and) (sanitizes) the following surfaces {insert surfaces – See Appendix 2}  
(This product) (is) (are) the (easy) (and) (convenient) way to (clean) (and) (sanitize) (hard non-porous surfaces) your (household) (kitchen) (bathroom) (bedroom) (floor) surfaces  
Try me on ({insert soils / sites / surfaces – See Appendix 2}) (surfaces)  
Try (now) (on) (glass) (sealed) (wood) (granite) (stainless steel) ({insert sites / surfaces – See Appendix 2})  
Use (on) (for) {insert soils / sites / surfaces – See Appendix 2}) (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) (bathroom) (bedroom) surfaces  
Use (this product) on (hard, non-porous) surfaces where {insert soils – See Appendix 2} may be a concern  
Use to sanitize (kitchen) (surfaces) (before) (after) (cooking) (preparing) (meals) (dinner)  
Use where you live, work and play  
Wipe(s) (up) and trap(s) (more<sup>7</sup>) (messes) (grime) (dirt) ({insert soil from Appendix 2})  
Wipe(s) (up), trap(s) and lock(s) (more<sup>7</sup>) (messes) (grime) (dirt) ({insert soil from Appendix 2})

<< **SANITIZATION CLAIMS** >>

30 second sanitization\*\*\*  
30 seconds is all it takes to kill 99.9% of bacteria\*\*\*  
99.9% of bacteria\*\*\* killed (in) 30 seconds  
An effective non-food contact surface sanitizer\*\*\* (for use (in) (on) {insert use/surface – See Appendix 1})  
Great for use as a non-food contact surface sanitizer\*\*\* (in) (on) ({insert use site/surface – See Appendix 2})  
Kill(s) (99.9%) (of) (household) bacteria (in 30 seconds)\*\*\*  
Kill(s) (Eliminates) 99.9% of E.coli O157:H7 in 30 seconds  
Kill(s) (Eliminates) 99.9% of bacteria\*\*\*  
Kill(s) (Eliminates) 99.9% of bacteria on hard, non-porous surfaces in 30 seconds\*\*\*  
Kill(s) (Eliminates) bacteria on hard, non-porous surfaces in 30 seconds\*\*\*  
Kills odor causing bacteria  
(Kills) (X) (More) (Bacteria) (In 30 seconds)\*\*\*  
Kills (Over) (X) (Bacteria) (on) (X) (Surfaces)

---

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



(Now) Kills bacteria\*\*\* in 30 seconds  
Sanitizes (Kitchen) (household) (bathroom) hard non-porous surfaces in 30 seconds\*\*\*  
Sanitizes (Kitchen) (household) (bathroom) (surfaces) in 30 seconds\*\*\*

**<< 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:** (Remove seal). Pull (center) wipe through (small) (star) opening. DO NOT PUSH FINGER THROUGH OPENING. Close to prevent moisture loss.

**<< FOR POUCH PACKAGING >>**

**To Open:** (Remove seal). Pull wipe through opening. Close to prevent moisture loss.

**<< FOR REFILL PACKAGING >>**

**To Refill:** Remove lid. Place wipes in canister. Close lid.

**<< USE DIRECTIONS – FOR ALL PACKAGING TYPES >>**

**To Clean (hard, non-porous surfaces) (floors) (/ Deodorize):** Wipe surface clean. (No rinsing required.)

**To Sanitize (hard, non-porous surfaces):** Pre-clean (surface). Use enough fresh (wipes) (wet) (cloths) to (thoroughly) wet surface. (Leave)(Surface must remain) wet for 30 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.

**Rinse (child / baby) plastic toys, (child / baby) hard, non-porous surfaces and all food contact surfaces with potable water or a damp cloth after use.**

Not intended for personal hygiene. Not recommended for unfinished wood, unwaxed vinyl or copper and marble surfaces. Caution: Please remove exotic pets from enclosed cage before using. Let it dry before placing the pet back.

**<< OPTIONAL 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 (or) (use) (as a diaper wipe)  
Not recommended for (bare) (unpainted) (wood) (or) (natural) (marble) (surfaces).  
Unplug small electrical appliances before (use) (cleaning) (sanitizing) (with this product).

**<< TERMINAL STERILANT STATEMENT – qualified metal surfaces >>**

This product is not for use on critical & semi-critical medical devices or medical equipment surfaces.

---

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**<< TERMINAL STERILANT STATEMENT – unqualified metal surfaces >>**

This product is not to be used as a terminal sterilant / high level disinfectant on any surface or instrument that <sup>(1)</sup> is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or <sup>(2)</sup> contacts intact mucous membranes but which does not ordinarily penetrate the blood barrier or otherwise enters normally sterile areas of the body. This product may be used to pre-clean or decontaminate critical or semi-critical medical devices prior to sterilization or high level disinfection.

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

**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals

**CAUTION:** May cause eye irritation. Do not get into eyes. Wash hands after use. Contains Citric acid and surfactants.

<< NOTE: First Aid statement may appear in “box” format for 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>CONTACT NUMBER</b>	
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 NON-REFILLABLE CONTAINER >>**

**STORAGE AND DISPOSAL:** (Securely close) (and) Store in a cool dry area. Non-refillable (container) (package). Do not reuse or refill empty container. Recycle empty container if available (or discard in trash).

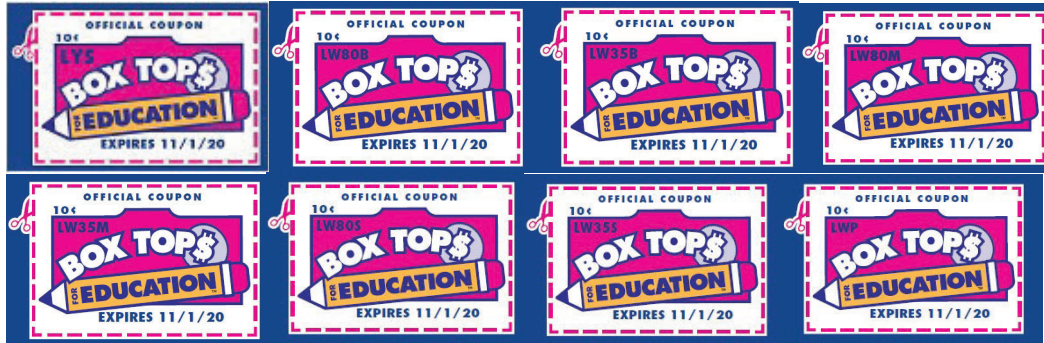
**<< HOUSEHOLD REFILLABLE CONTAINER >>**

**STORAGE AND DISPOSAL:** (Securely close) (and) Store in a cool dry area. Refillable (container) (package). Only refill with this product. Recycle empty container if available (or discard in trash).

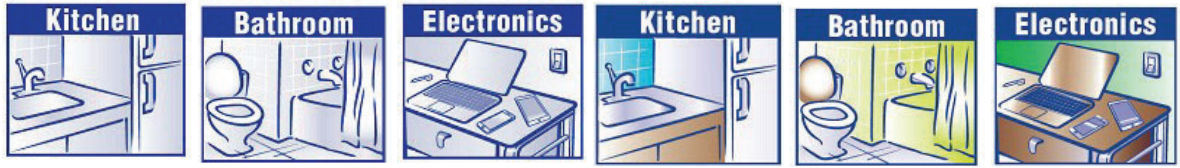
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<OPTIONAL GRAPHICS>>



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- High Chairs
- Changing Tables
- Toys
- Potty Seat



- Pet Toys
- Pet Cages



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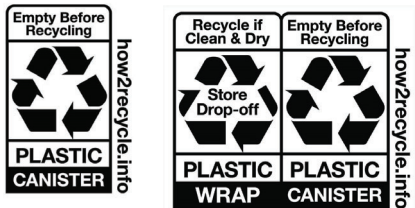




(Year will be included within the logo)

<< HOW2RECYCLE GRAPHICS >>

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



<< APPENDIX 1 >>

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

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- (1) Confirm school policy allows for use and / or donation of product. Adults must deliver donations (directly) to schools.
- (6) (based on) ((when) compared to) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes) (insert Lysol® brand name) (EPA approved master label) label (for this product) (version X) ((insert date))
- 7 (based on) ((when) compared to) (x ct.) (of) (vs.) (previous) (Lysol® Brand II Disinfecting Wipes) (insert Lysol® brand name)
- 9 when used as directed
- 12 vs a paper towel
- & Strength of the wipe substrate material to resist tearing during use
- ^ Chlorine Bleach
- ∞ (Cleans,) Scrubbing Wipe, Citrus Scent, Powers through Soap Scum, Strong Wipe, Removes Dust, Removes Grease, Removes tough Soil, Lifts Mess, Versatile Usage, Freshens

**<< SUPPORTING SANITIZING CLAIM QUALIFIER >**

- \*\*\* Kills (99.9%) (of) (the following) (bacteria) (Enterobacter aerogenes) (Staphylococcus aureus) {insert bacteria from Appendix 1} on hard, non-porous (kitchen) surfaces in 30 seconds.

**<< SUPPORTING USE SITE QUALIFIERS >>**

- α Plexiglas® is a registered trademark of the Atoglas Company
- β Formica® is a registered trademark of The Diller Corporation.
- γ Corian® is a registered trademark of DuPont.
- ~ Non-Medical or Fixture

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

<b>&lt;&lt; 30 sec Sanitization - Bacteria &gt;&gt;</b>	<b>ATCC No</b>		
Enterobacter aerogenes MDR	13048		
Escherichia coli O157:H7 (E.coli)	35150		
Salmonella enterica	10721		
Staphylococcus aureus (Staph)	6538		
Staphylococcus aureus [MRSA]	33592		
Streptococcus pyogenes	12384		
<b>Symbol Designation – used on product labels</b>			
Triple asterisk (***)	Sanitizes***	Used for identifying sanitization against bacteria	

**<< APPENDIX 2 >>**

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

**Soils: (Graphic – depicting soil)**

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Bacon fat	Dirt	Juice stains	Pet stain(s)
Baked on cheese	Dried on food	Limescale	Small spills
Bathtub rings	Dust	Lint	Smudges
Beverage stains	Everyday messes	Makeup	Soap Scum
(Build Up)	Fingerprint	Mud	Stains
(Built) Up)	Food (residues) (particles)	Oil	Sticky messes
(Burnt on) Food (stains)	Footprints	Outdoor grime	Tea (stains)
(Burnt on) Grease	Gravy	Pancake mix	Tomato sauce
Chicken juice	Grease	Particles (residues)	(Dried on) Toothpaste
Crayon	Grime	Peanut butter	(Tough) messes
Coffee stains	Hard Water (stain)	(Pen) (or) (ink) marks	Tough soil
Cooking splashes	(Heel) (scuff) marks	Pencil	Wine (stains)
Cosmetics	Honey	(Pet) Hair	
Crumbs	Jelly	Pet messes	

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

(Kitchen) Appliance (exterior handles)	(Bathroom) (Kitchen) Fixtures	Walkers
Baby carriages	(Bathroom) (Kitchen) floor	Potty trainer (seats)
Baseboards	(Laminate) (Laminated floors)	(sealed wood) Rails
Blinds	(Kitchen) Gadget	Range hoods
(Plastic) Bathtub (Tub)	Gaming console	Refrigerators (exteriors) (shelves†)
(sealed wood) Bed frames	Garbage (Can) (Pail)	Remote Control
(Plastic) Booster Seats	Glazed Ceramic Tile	Shower (plastic/vinyl curtain) (Stall)
(Kitchen) (sealed wood) cabinets	Glazed Porcelain Tile	(Area) (head) (fittings) (hardware)
Car seats	Glass	(Kitchen) (Bathroom) Sink (Basin)
Car (Dashboard) (Steering Wheel)	Handheld player (MP3)	Litter boxes
Cell phone	Highchair (non-wood)†	Sink(s)
Changing Table	(iPod) (iPad)	Smartphone
(Computer) Keyboards	Kitchen Surfaces†	Sports equipment
Coffee maker†	Light switches	Stainless Steel (†)(~)
(Laptop) (Computer) (Mouse)	LCD(s)	Stove†(top†)
(Kitchen) Counter(top)†	(sealed marble) (glazed marble)	Strollers
(sealed wood) (Crib) (rails)	sealed granite†	Table†(top†)
Desktop (monitor)	(Microwave) Oven (exterior) (interior†)	Tablet
(sealed wood) Desks	Navigation screens	(Telephones) (phones)
(Diaper) changing (Counters) (tables)	(sealed wood) (Baby) (Furniture)	Tiles†
Diaper Pail	(sealed wood) (finished) Cabinets	Tiled wall
Door Knob (Handle)	(sealed wood) Shelves† (shelving†)	Toaster ovens†
(E-Reader) (E-book)	Outdoor Furniture (except cushions/woodframes)	(Toilet) (Urinal) Exteriors
Electronic (book) (device)	Patio furniture	Toilet Seats
Enamel Tile	Pen	(Tool) (Toy) (box(es))
Exhaust Fan (Hood)	Pet (Toys) (Cages)	Touch screen
(Kitchen) (Bathroom) Faucet	(Plastic Laundry) (Basket) (Hamper)	Trains
Finished wood (furniture) (surfaces)	(Plastic) Toys	Vanity Top
Fitness (Center) Equipment	Portable audio	Washable Wall
	Potty Seats	Window Sills

(~) Non-Medical or Fixture

(4) Use on toys requires a rinsing step after Sanitization – follow the Directions for use for Toys.

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

**Surface Types: (~ Non-Medical or Fixture)**

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Aluminum	Glass	Plastic Laminate
Brass	Glazed Ceramic	α Plexiglas®
Chrome~	Glazed Enamel	Sealed (floors) (marble) (quartz) (stone)
γ Corian®	Glazed Porcelain	Sealed Granite
Crystal	(waxed) Linoleum	Sealed Terra Cotta
Enamel	(non-waxed) Linoleum	Sealed wood
Fiberglass Fixtures	Metal	Stainless Steel~
Finished Wood (floors)	Mirror	Tin
β Formica®	Plastic	Vinyl

**Patterns/Textures: (Graphic – depicting images)**

3D	Knit(ted)	Technology
Diamond	Locker	Texture
Dots	Pattern	Thicker
Embossed	Pillow Top	Trapper
Gripper	Quilted	Triple Knitted
Grooved	Raised	(Ultra) (Weave) (Woven)
Grooves	Ripple(s)	Wipe
Honeycomb	Scrub(by)(ing)	Woven
Interlocking	Stronger	(Texture)

**Household Use Sites: (Graphic – depicting use site)**

Automobiles (Interiors)	(Health Clubs) (Gym(s))	Porta Potty
Airplane (Trays) (Bathrooms)	Home / House	Public changing tables
Baby('s) (room)(area)	High Chairs	(Public) (Commuter) Buses
Basement	Jungle Gym(s)	Play Areas
Bathroom (restroom)	Kitchen (Area)	Rec(reational) Centers (Facilities)
Bedroom	Laundry room	Ship(s)
Boats	Living room	Train(s)
Car(s) (Interiors)	Locker Rooms	Work(place)
Campgrounds	Mudrooms	Subway(s)
Church	Nursery	(Water) (Drinking) Fountain
Children's rooms	Office	(toggles) (handles) (buttons)
Closets	Patio Furniture	Storage Areas
(Classroom) Desks	Electronics	Toddler's room
Dorm Room	Playground(s) (Equipment)	(Trash) (Garbage) (Recycling)
Entrances	Playroom	(Can(s)) (Bin(s))
Family Room	Pet area(s)	Vacation homes
Foyers	(Sealed) Picnic Tables†	(Window Sills)
Gas Stations	Portable Bathrooms	All around the (house) (home)

**Professional / Business Use Sites(^^^): (Graphic – depicting use site)**

Airplane (Lavatories)(Bathroom(s))	Airport(s) (Kiosk(s))	Bathroom (Fixture(s))
Bowling Alley(s)	Building Service Contractors(BSCs)	Cabinets
Cell Phone(s)	Chair(s)	(School) Classrooms
Coated Mattress(es)	College(s)	Commercial facilities
Computer(s) (Screen(s))	Convenience Store(s)	Countertop(s)

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- |                                      |                                |                                     |
|--------------------------------------|--------------------------------|-------------------------------------|
| Cruise Ship(s)                       | Day Care Center                | Deli                                |
| Discount Retailer(s)                 | Doorknob(s)                    | Drinking Fountain(s)                |
| Elevators                            | Exercise Equipment             | Faucet(s)                           |
| Fire (Vehicle(s))                    | Fitness Centers                | Foodservice                         |
| Gas Stations                         | General Merchandise Store(s)   | Government (Building(s))(Office(s)) |
| (Grocery) (Shopping) Carts           | Grocery Stores                 | Hotel                               |
| Industrial Facilities                | Inn(s)                         | Institutional Kitchen(s)            |
| Institutional Laundromats            | iPad(s)                        | Kennels                             |
| Keyboard(s) Laboratories             | Laptop(s)                      | (Lobby(Lobbies))                    |
| Locker Room(s)                       | Lodging                        | Malls                               |
| Maintenance Repair Operation(s)(MRO) | Manufacturing Plants           | Mass Merchandiser(s)                |
| Military Institutions                | Motel                          | Motorboat(s)                        |
| Nursery (Schools)                    | Office (Building)              | Police (Vehicle(s))                 |
| (Public) Restroom                    | (Public) Telephone             | Recreational (Center(s))            |
| Restaurant (Tables)†                 | Rest Stops                     | Retail Outlet(s)                    |
| RV                                   | School (buses)                 | Shower(s)                           |
| Sink(s)                              | Smart Phone(s)                 | Stretchers                          |
| Supermarket(s)                       | Tablet(s)                      | Telephone(s)                        |
| Toilet(s)                            | (Univeristy)(Universities)     | Warehouse Club(s)                   |
| (Veterinary)(Animal) Cage(s)         | (Veterinary)(Animal) Equipment |                                     |
- ^^^ Specific to Professional Brand products Only

<<APPENDIX 3 >>

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

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

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 To use the term "germ" the product must be efficacious against 2 of the 3 major classes of organisms.  
 The product label must identify the specific bacteria, virus, fungus & mold.  
 The term ( x ) is a placeholder that represents a number between 1 and 99.  
 The term "Y" is a place holder for a character A – Z.