



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

EPA Reg. Number:

777-134

Date of Issuance:

10/11/19

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Taj Mahal Advanced

Name and Address of Registrant (include ZIP Code):

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

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

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

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

This product is conditionally registered in accordance with FIFRA section 3(c)(7)(A). You must comply with the following conditions:

1. Submit and/or cite all data required for registration/reregistration/registration review of your product under FIFRA when the Agency requires all registrants of similar products to submit such data.

Signature of Approving Official:

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

Date:

10/11/19

2. You are required to comply with the data requirements described in the DCI identified below:

a. Hydrochloric acid GDCI-045901-997

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI listed above, you may contact the Reevaluation Team Leader (Team 36): <http://www2.epa.gov/pesticide-contacts/contacts-office-pesticide-programs-antimicrobial-division>

3. Make the following label changes before you release the product for shipment:

- Revise the EPA Registration Number to read, "EPA Reg. No. 777-134."

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

Should you wish to add/retain a reference to the company's website on your label, then please be aware that the website becomes labeling under the Federal Insecticide Fungicide and Rodenticide Act and is subject to review by the Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Compliance.

If you fail to satisfy these data requirements, EPA will consider appropriate regulatory action including, among other things, cancellation under FIFRA section 6(e). Your release for shipment of the product constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records. Please also note that the record for this product currently contains the following CSFs:

- Basic CSF dated 07/20/2018

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

Sincerely,



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

<< FRONT PANEL >>

**ACTIVE INGREDIENT:**

Hydrochloric Acid. . . . .	12.0%
<b>OTHER INGREDIENTS:</b> . . . . .	<u>88.0%</u>
<b>TOTAL:</b> . . . . .	100.0%

KEEP OUT OF REACH OF CHILDREN

**DANGER:** CORROSIVE.

**FIRST AID: If in Eyes:** Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a Poison Control Center or doctor for treatment advice. **If on Skin or Clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a Poison Control Center or doctor for treatment advice.

SEE (BACK) (SIDE) PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS AND FULL FIRST AID.

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

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-XXX

EPA Est. No.:

312-WI-3 (Y) (YY)	09019-OH-2 (Y) (YY)	69209-MA-001 (Y) (YY)
475-PA-001 (Y) (YY)	11525-IL-1 (Y) (YY)	70424-CAN-001 (Y) (YY)
777-CA-001 (Y) (YY)	13891-IN-1 (Y) (YY)	74291-MO-001 (Y) (YY)
777-GA-001 (Y) (YY)	38654-NJ-1 (Y) (YY)	92309-NJ-001 (Y) (YY)
777-NJ-2 (Y) (YY)	38654-PA-1 (Y) (YY)	075371-IN-001 (Y) (YY)
777-MO-1 (Y) (YY)	50757-WI-1 (Y) (YY)	075371-IN-003 (Y) (YY)
777-MO-2 (Y) (YY)	54487-GA-1 (Y) (YY)	082206-NY-003 (Y) (YY)
777-PA-1 (Y) (YY)	58996-MO-1 (Y) (YY)	
8251-WI-5 (Y) (YY)	61203-MA-001 (Y) (YY)	
09019-OH-1 (Y) (YY)	68058-IL-001 (Y) (YY)	

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

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

See (batch) (lot) code for EPA (Est.) (Establishment) (#) (No.) (Number)

<< BACK PANEL >>

Questions? (Call:) (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx)

(For ingredient (and other) information, [www.rbnainfo.com](http://www.rbnainfo.com))

((Want) (For) more info on ingredients (& tips) visit ([www.rbnainfo.com](http://www.rbnainfo.com)))

(For ingredient (and other) information, ([www.rbnainfo.com](http://www.rbnainfo.com)))

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

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

(Made in U.S.A.) © {year} RB

(Contains no (phosphates) (phosphorous))

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



<< FRONT / BACK PANEL – Option text >>

**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†  
The term “X” is a placeholder that represents a number between 1 and 100.  
The term “x” is a symbol to represent “times”  
The term “Y” is a place holder for a character A – Z.  
Anytime there is a reference to Appendix 2 or the organisms section of Appendix 1 the word “and” or “&” may be inserted if multiple items are listed



Limited Quantity Transportation 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).

QR Code:



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

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

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

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

<< **FRAGRANCE CLAIMS** >>

(Atlantic Fresh) (Clean) (Lavender Fields) (Ocean Fresh) (Forest Rain) (Lemon breeze) (scent) (I) (II) (III)

<< **PACKAGING CLAIMS** >>

(X x X FL. OZ.) (X PACK)  
(X (for) (in) X Pack) (x fl oz. (at) (for) the price of x fl oz.)  
(x Uses per pack) (x Uses per bottle) (Cleans x toilets) (x Uses)  
(Bonus x%) (x% (more) Free) (x fl oz. (for) Free) (x fl oz. for the price of x fl oz.) (Buy x get x free) (x% discount) (x% more product)  
Best value bottle  
Buy me again  
Click & Close (Indicator)  
Click stop – audible close  
Contains up to x uses  
(Convenient) (Leak-proof) (Non-removable) (Removable) (Twist and Go) (Senior friendly cap) (Senior tested) cap  
Easy grip bottle  
Easy to (close) (open) (use) (the) (cap) (bottle)  
Easy to reach under the rim  
(Easy) (Easier) to (open) (squeeze) cap  
Entire bottle can be recycled  
(Ergonomic) (No slip) (bottle) grip

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(Family) (Household) (Multi) (Room) (Toilet) (Pack)  
(Great) (Bonus) (Economy) (Mega) (Value) (Trial) (Pack) (Size)  
Helps reach under the rim  
Long (angle) neck bottle (reaches under the rim)  
Limited Time Value (Pack)  
(Multi-Toilet Pack) (One for each bathroom) (Place 1 in each bathroom)  
Non-drip  
Open / Close indicator in contrasting colors – let's you know if the bottle is open / closed  
(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)  
Specially designed angle neck – gets all the way up under the rim  
(Specially) designed (cap) for better (bowl) coverage  
Specially designed neck makes it easy to clean under the rim  
(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)

**<< MARKETING CLAIMS >>**

(X)x (MORE) (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS) POWER †††  
(X)x (MORE) (CLINGING) (GEL) (FRAGRANCE) (FRESHNESS)†††  
X(x) (Times) (More) (Cleans) (Cleaning) (better) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (◆)  
X(x) (Times) (More) (Clinging) (Fragrance) (Freshness) (better) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (◆)  
(X%) more (tough) ({insert soils – see appendix 2}) (soil) (stain) (build-up) removal (†††)  
X% tougher on ({insert soils – see appendix 2}) (stains) (&) (superior) clinging (fragrance) (freshness) (gel) (vs.) (compared to) (jug) (chlorine) (bleach) ({insert Lysol brand name}) (†††) (◆)  
1 use = clean for (X) flushes  
X-in-1 (Formula) (Cleans) (Disinfects) (Deodorizes) (Refreshes) (Removes Stains)<sup>2</sup>  
Xx (the) Cleaning Power (on {insert soils – see appendix 2})  
(X)x (better) (more) cleaning (vs (chlorine) bleach) (◆)  
(X)x (cleaning power) (cleaning action) (quicker) (faster) (cleaning) (less scrubbing required) (clinging) (freshness) (◆)  
100% longer lasting clean  
(x)X (better) (more) Clinging (vs (chlorine) bleach) (◆)  
X(%) (percent) more (cleaning ingredients) (lime scale removal) (removal of lime scale) (rust removal)†††  
X(%) (percent) more (tough) (stain removal) (cleaning Power)†††  
(X People X Toilet) (4 people 1 Toilet)  
Our Best Ever Toilet Bowl Cleaner  
Lysol's Best Ever Toilet Bowl Cleaner  
A Few of the (many) moments (you) (need) (where) Lysol (is needed)  
All the power you need to clean your toilet bowl  
An efficient way to clean your bowl  
(Antibacterial) (Antibacterial Action) (Antimicrobial) (Bactericidal) (Bactericide) (Disinfectant) (Disinfects) (Germicidal\*\*) (Sanitizer) (Sanitizes) (Virucidal)†  
Advanced (Cleaning) (Clinging) with Cling Gel Technology  
(Advanced) (Deep) Cleaning Power  
(Advanced) (Ultra) Toilet Bowl Cleaner  
Begins to destroy {insert soils – see appendix 2} instantly  
Breaks down stains without brushing or scrubbing  
Brightens as it cleans  
Better (Clinging) (Gel) (Fragrance) (Freshness) (to the (toilet) bowl) (than) (vs.) (compared to) (jug) (chlorine) (bleach) (◆)  
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)  
Cleans x(X) (times) (better) (more) than (chlorine) bleach◆  
Clings x(X) (times) (better) (more) than (chlorine) bleach◆  
Cleans (and disinfects) (above) (and) (below) the waterline<sup>(2)</sup>  
Cleans and protects (from stains) for longer†††

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Cleans as it disinfects  
Cleans away everyday dirt and grime  
Cleans (plus) (+) (and) (&) repels ({insert soils – see appendix 2}) (stains) (for X flushes)  
Cleans to a shiny finish  
Cling Gel (technology) (for) (max) (full) (toilet) (bowl) (coverage)  
Clings to the bowl to stay where the germs\*\* are  
Cling(s) to the (toilet) (bowl) (better than ({insert Lysol brand name}) (jug) (chlorine) (bleach) (†††) (◆)  
Coating action above and below the waterline  
Coats the (entire) bowl (to stay (in contact longer) (where the germs\*\* are))  
Complete Clean  
(Completely) (Easily) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Whitens) (Deodorizes) (Tough) (Lime Scale)  
(Mineral) (Rust) (Stains) (Deposits) (Toilet Rings)  
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 {insert soils – see Appendix 2}  
Controls (toilet) odors (at their source) (caused by bacteria)  
(Deep) (Cleaning) (Bowl) (Easy to use) (Non-abrasive) (Rust destroying) (Thick) (Tough stain) (Formula)  
Deep Down (Clean) (Cleaning)  
Deodorizes by killing bacteria that cause odors  
Deodorizes with a fresh, clean scent  
Depend-a-bowl toilet bowl cleaner  
Designed to clean under the rim  
Designed to (remove) (penetrate) (destroy) (dissolve) (tough) (the toughest) (stubborn) {insert soils – see appendix 2}  
(Destroys) (Dissolves) (Eliminates\*\*) (Penetrates) (Powers through) (even) (stubborn) (tough) {insert soils – see appendix 2} on  
(impact) (contact) (but will not harm porcelain)  
(Destroys) (Dissolves) (Eliminates\*\*) (Penetrates) (Powers through) (Removes) (even) (stubborn) (tough) {insert soils – see  
appendix  
2} (stains) (in) (just) (X minute) (X) (seconds) (immediately) (fast) (right before your eyes) (with less work) (without brushing)  
(but will not harm porcelain)  
(Destroys) (Dissolves) (Eliminates\*\*) (Penetrates) (Powers through) (Removes) (plus) (+) repels (the toughest) stains  
(Destroys) (Dissolves) (Eliminates\*\*) (Penetrates) (Powers through) (Removes) the toughest stains (in seconds)  
(Destroys) (Dissolves) (Eliminates\*\*) (Penetrates) (Powers through) (Removes) {insert soils – see appendix 2} (above) (and)  
(below) (the waterline)  
Does not (include) (contain) (ammonia) ((chlorine) bleach) (phosphates) (phosphorous)  
Does not just whiten {insert soils – see appendix 2} stains, (this product) removes them  
Dual Action Toilet Bowl Cleaner  
Each (use) (keeps) clean (lasts) (for) (X) flushes  
Easy under-the-rim cleaning  
Easily breaks down {insert soils– see appendix 2} without (heavy) (hard) brushing or scrubbing  
Easily (dissolves) (removes) (stubborn) (tough) {insert soils– see appendix 2}  
(Eliminates\*\*) (Controls) (Removes) (Kills) the bacteria that cause (bad) (unpleasant) odors (at the source)  
(Eliminates\*\*) (Kills) the bacteria that cause bad odors  
(Eliminates\*\*) (Kills) (Removes) (bad) odors (at their source) (caused by bacteria)  
(Ew...) (Odors are Gross)  
Extra strength cleaner  
(Even) The tough(est) {insert soils – see appendix 2} (start to) disappear right before your eyes  
Fast acting cleaning (formula) (toilet bowl cleaner)  
Fast action on (stubborn) (tough) {insert soils– see appendix 2}  
(Fast) (Easy) (Effective) Cleaner  
For (a) (an) (bright) (shiny) (super) (white) (ultra) (clean) toilet bowl  
For (a) (an) (absolutely) (thoroughly) clean toilet bowl surface  
For lasting freshness  
Free From (ammonia) ((chlorine) bleach) (phosphates) (phosphorous)  
Freshness (Booster) (Enhancer)  
Freshener  
Long Lasting Fragrance

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Formulated especially for (stubborn) (tough) {insert soils– see appendix 2}  
Frequent use prevents {insert soils– see appendix 2}  
Germs\*\* thrive (in a (icky) (dirty) toilet)  
Gives your bowl the Lysol® clean you trust  
Go beyond clean  
Great for everyday (cleaning) (deodorizing) (disinfecting) (and) (&) (sanitizing) (2)  
Heavy-duty (cleaner) (cleaning) (formula) (toilet bowl cleaner)  
(Helps cling to Surface)  
Helps keep water flow optimal  
Helps to destroy odors  
(Helps) (Remove(s) {insert soils– see appendix 2}  
Keep your toilet looking new  
Keeps clean for longer †††  
Keeps clean for (X) flushes  
Keeps the toilet protected from stains for up to 100 flushes each use  
Keeps your toilet protected from stains even after multiple uses  
Kosher  
Instant action cleaner  
Instantly dissolves (stubborn) (tough) {insert soils– see appendix 2}  
{insert soils – see appendix 2} (grows) (fester)  
{insert soils – see appendix 2} dissolving action  
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  
Leave a protective layer that keeps stains from coming back  
Leaves (your) toilet(s) (bowl) (sanitary) (sparkling) (clean) (and) (disinfected)  
Leaves bowl disinfected, clean and shiny  
(Lime & Rust Remover) (Lime Scale Remover) (Lime Scale & Rust Remover)  
Longer lasting cleaning †††  
Longer lasting cleaning protection†††  
Made without (ammonia) ((chlorine) bleach) (phosphates) (phosphorous)  
Make your bowl look like you clean it every day (even though you don't)  
(Maximum) (Max) (Bowl) (Improved) (Coverage)  
(Maximum) (Max) (Toilet) (Bowl) (Cleaning power) (Protection) (Strength) (Clean) (Cleaning) (Cleaning action) (stain fighting power)  
Maximum stain fighting (power)  
Neutralizes stubborn odors  
No (ammonia) ((chlorine) bleach) (phosphates) (phosphorous)  
No hard scrubbing  
Our Best (Ever) (Clinging) Formula (for X% Better Tough Stain Removal) (Ever)  
(Our) strongest clinging (formula) (vs.) (compared to) ({insert Lysol Brand Name}) (†††)  
(Penetrates) (Dissolves) (Removes) (Destroys) even the toughest {insert soils – see appendix 2}  
(Penetrates) (Loosens) (Eliminates\*\*) (tough) stains (like) (insert soils – see appendix 2)  
Platinum Active-Shield (toilet bowl cleaner) (cleaner) (toilet cleaner)  
Powerful cleaner for the toilet bowl  
Powerful cleaning (formula) (dissolves tough stains)  
Power Gel (Plus) (+)  
Powerful ({insert soils – see appendix 2}) (fighting) (fighter)  
Powers (out) (through) thru) (stubborn) (tough) {insert soils – see appendix 2}  
Prevents the build-up of {insert soils – see appendix 2} in the (pipes) when used regularly (to help water flow optimally)  
Professional Lysol (Power) (Advanced) Toilet Bowl Cleaner (Advanced Deep Clean)  
(Provides) (X) (%) (percent) more removal of limescale (vs) (versus) (insert Lysol Brand name)  
Quality household disinfection  
Quick and easy cleaning  
Quickly removes {insert soils – see appendix 2}  
Reduces odor-causing bacteria (above and below the waterline) (in toilets)  
Releases powerful cleaning agents on contact

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(Removes) (cleans) (Powers through) {insert soils – see appendix 2}  
Removes (bad) (offensive) odors  
Repels {insert soils – see appendix 2} (even) after (multiple) (one) use(s)  
(Rings) ({insert soils – see appendix 2}) aren't pretty  
Rinses away easily  
(Bad) (Gross) (icky) (Smells) (Odors) linger  
Smell the clean  
Specially designed (to breakdown) (for the removal of) {insert soils – see appendix 2}  
Specially designed to clean the toilet  
Specially designed to (destroy) (dissolve) (eliminates\*\*) (penetrates) (remove) (the toughest) (stubborn) (tough) {insert soils – see appendix 2}  
Special rust formula makes (stain) (and) (mineral deposits) ({insert soils – see appendix 2}) easy to remove  
Stain grabbing power  
Starts to dissolve stains instantly  
(Starts to) (Dissolve(s)) (remove) {insert soils – see appendix 2} (right before your eyes) (on contact) (without brushing) (in seconds)  
Strong enough for the dirtiest toilet bowl  
Strong enough to clean the dirtiest toilet bowl  
Superior clinging (action) (formula) (gel) (for) (max) (maximum) (full) (toilet) (bowl) (coverage) (vs.) (compared to) ({insert Lysol Brand Name}) (†††)  
The clean you trust  
The confidence you get from the Lysol® name  
The professional strength cleaning power leaves the bowl sanitary  
The right tool for a nasty job  
(The) Toughest stains (instantly) disappear  
Thick clinging (action) (gel) (for) (max) (maximum) (full) (toilet) (bowl) (coverage)  
Thick coating formula for prolonged contact time  
Thick formula adheres to stains for better cleaning  
Thick formula coats (above and (& below the waterline) (the entire bowl)  
Thick formula that cleans, deodorizes, disinfects and sanitizes  
Thick gel (for) (max) (maximum) (full) (toilet) (bowl) (coverage)  
Thick gel (that) destroys (the) (toughest) (tough) stains  
Thick liquid coats bowl for better cleaning  
Thick liquid sticks to stains  
Thick (liquid) (gel) (Destroys) (Dissolves) (Eliminates\*\*) (Penetrates) (Powers through) (Removes) (the toughest) (tough) {insert soils – see appendix 2}  
This coating action provides longer contact time to help dissolve {insert soils – see appendix 2} (on contact) to make cleaning easier.  
This product contains no phosphates and is germicidal\*\* when used as directed but differs in composition from other Lysol® Brand products.  
(This product) has Xx Cleaning Power to remove {insert soils – see appendix 2}  
(This product) has a thick formula that coats above and below the waterline.  
(Clean) (Deodorizes) (To) Save you Nose  
Toilet bowl cleaner (with lime and (& rust remover)  
Tough cleaning power  
Triple Action: Cleans, Disinfects, Deodorizes  
Trusted toilet disinfection  
Ultra clinging gel  
Watch (the toughest) {insert soils– see appendix 2} (start to) (disappear) (dissolve) (right before your eyes)  
(We) (Lysol) Clean(s) (&) (Disinfect(s)) (Sanitize(s))  
What it takes to get the job done  
Whitens and brightens toilet bowl  
Who wants to touch (that) (a (dirty) (icky) toilet)  
(With) Active-Shield technology

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(Won't) (Will not) stain the bowl

**<< 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

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

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

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

Manufacturer's coupon

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

(Save) (\$) (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)

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

Use in conjunction with other Lysol® products for a clean bathroom

Switch now

Switch to our best

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

**<< BACK TO SCHOOL >>**

Back To School claim Qualifiers – must appear before Directions For Use:

(X) Box Tops (for Education)

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

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

(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)

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**<< USAGE CLAIMS >>**

A great toilet bowl disinfectant and sanitizer for use in {insert site – see appendix 2}  
An effective (disinfectant) (&) (sanitizer) for use in {insert surface – see appendix 2}  
Can be used in white and colored bowls  
For better results use at least (once) (twice) a week  
For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (&) (sanitizer) found in {insert site – see appendix 2} (2)  
(Intended) For use (only) 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}  
Good on American and European toilets  
Great for use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (and) (&) (sanitizer) in {insert site – see appendix 2} (2)  
For use in {insert site – see appendix 2}  
Usage: twice daily to maintain a clean toilet  
Use daily to prevent build-up of (lime scale) (rust) stains  
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)  
(This product) is for use in {insert surface – see appendix 2}

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

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

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

Cleans and disinfects the bowl(2)  
Disinfects above and below the waterline  
Disinfects and (sanitizes) (breaks down stains) (deodorizes by killing common bathroom germs\*\*) ({insert use surface – See Appendix 2}) (2)  
Disinfects in 10 minutes  
Disinfects in hard to reach areas (like) (under the rim)  
Disinfects, sanitizes and deodorizes by killing common (household) germs\*\* and controlling their odors (2)  
Disinfects the bowl  
Disinfects where you can't see like under the rim  
Easily and effectively disinfects toilet bowls (and urinals)  
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).  
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) (and below the waterline) (in hard to reach areas like under the rim)\*\*  
Kills (99.9% of) (household) Germs\*\*  
Kills germs\*\* without the harshness of bleach\*\*  
Kills (household) (bathroom) (bacteria\*) (viruses†) (germs\*\*) in the toilet  
Kills in 10 minutes: {insert organisms – see appendix 1}  
Kills odor-causing bacteria  
Kills Rotavirus WA (a 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}  
This product is (bactericidal) (and) (virucidal) in killing: {insert organisms – see appendix 1}  
Disinfection for inside your toilet (above and below the waterline)

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**<< USE DIRECTIONS >>**

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

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



**To Open Child Resistant Cap (Graphic Instructions)**

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.

**DO NOT** squeeze bottle when opening.

**This Graphic + Instruction set is optional.**

**To Clean / Disinfect (/ Sanitize) (and Remove Allergens††):**

Flush. Apply 4 (fl.) oz. to coat the bowl. Scrub entire bowl and under rim thoroughly. (For (tough) (†insert soils – see Appendix 2)) remove water from bowl first and apply directly to stain. Leave for 15 minutes.) **Do not close lid.** Leave for (10 minutes to disinfect) (and) (5 minutes to sanitize.) Flush. (Rinse brush in fresh water after use.) (Repeat if needed.)

**To Clean / Disinfect (/ Sanitize) (and Remove Allergens††):**

1. Flush toilet before cleaning.
2. Apply 4 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 (is) (has been specially formulated) for use only in (vitreous china) (glazed porcelain) toilet bowls (bidets) (and urinals). This product is **NOT** for use outside the toilet bowl. Clean up spills and drips immediately. **Do not use with chlorine bleach or any other chemical products.** Will not harm plumbing or septic systems.

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.

**<< 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. Do not get in eyes, on skin or on clothing. Wear protective eyewear [safety glasses / goggles], protective gloves and protective clothing. 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. Do not breathe vapor or fumes. Harmful if swallowed or inhaled. Keep out of reach of children.

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<< **NOTE: First Aid statement may appear in paragraph format or in “box” format. Full first aid language must appear on back panel** >>

<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 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>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>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:** Store in a cool well-ventilated area, inaccessible to small children. Non-refillable container. Do not reuse or refill empty container. Recycle empty container if available or discard in trash.

**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.

<< **STORAGE & DISPOSAL – Commercial / Institutional / Industrial containers** >>

**STORAGE AND DISPOSAL:** Do not contaminate water, food, or feed by storage and disposal. Store in a cool well-ventilated area, inaccessible to children. Pesticide wastes may be hazardous. Improper disposal of excess pesticide, spray mixture or rinsate is a violation of Federal Law. If these wastes cannot be disposed of by use according to the label directions, contact your State Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance. Non-refillable container. Do not reuse or refill empty container. Recycle empty container if available or discard in trash.

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<< OPTIONAL IMAGES >>



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



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<< HOW2RECYCLE GRAPHICS >>

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

<< Multi-Pack Shrinks >>



<< Sleeve Label >>



<< APPENDIX 1 >>

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

- <sup>2</sup> When used according to directions for use
- ††† (vs.) (when compared to) (X FL. OZ.) [Insert Lysol Brand Name] (on {insert soils – see appendix 2})
- (♦) (vs.) (compared to) (jug) (chlorine) (bleach) (on) ({insert soils – See Appendix 2})

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

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

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- \* Kills (99.9% of) (Escherichia coli O157:H7) (Salmonella enterica) (and) (Staphylococcus aureus) (on hard, non-porous surfaces) (in 10 minutes)
- \*\* Kills (99.9% of) (Escherichia coli O157:H7) (Salmonella enterica) (Staphylococcus aureus) (Poliovirus Type 1) and (Rotavirus WA) inside the toilet (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:**

**Bacteria & Virus**

<< Disinfection – Hard, non-porous surfaces >>

**Bacteria (10 minutes)**

(ATCC  
No.)

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Escherichia coli O157:H7	(35150)	
Salmonella enterica	(10708)	(a fecal / orally transmitted bacteria which may lead to food borne disease, food poisoning, diarrhea, dehydration, stomach cramps, fever & vomiting)
Staphylococcus aureus	(6538)	(may cause of 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 of 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)	

**<< APPENDIX 2 >>**

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

**(Hard, non-porous use sites:)**

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

**(Hard, non-porous surfaces:)**

Bidets	Toilets	Vitreous china
Porcelain	Urinals	

**Soils:**

(Build-up) Deposits	Mineral (Deposits) (Build-up)	Stains
Hard Water	Organic Soil	(Toilet) (Bowl) Rings
(Lime) (Limescale) (lime scale)	Rust (Stains)	

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