



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

June 14, 2021

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

Subject: PRIA Label Amendment – Adding SARS-CoV-2 efficacy claims
Product Name: Everclean
EPA Registration Number: 777-135
Received Date: February 12, 2021
Action Case Number: 00216621

Dear Ms. Turner:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. Pursuant to 40 CFR 156.10(a)(6), you must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Because you have opted to add statements pertaining to emerging viral pathogens to your label as described in the August 19, 2016, Guidance to Registrants: Process For Making Claims Against Emerging Viral Pathogens Not On EPA-Registered Disinfectant Labels ("Guidance"), https://www.epa.gov/sites/production/files/2016-09/documents/emerging_viral_pathogen_program_guidance_final_8_19_16_001_0.pdf, you are subject to the following additional terms of registration:

1. You may make statements pertaining to emerging viral pathogens only through the following communications outlets: technical literature distributed exclusively to health care facilities, physicians, nurses and public health officials, "1-800" consumer information services, social media sites and company websites (non-label related). These statements shall not appear on marketed (final print) product labels.

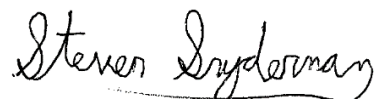
2. Your statements pertaining to emerging viral pathogens must adhere to the format approved on the Agency-accepted master label.
3. You may make statements pertaining to emerging viral pathogens only upon a disease outbreak that meets all the following criteria:
 - a. The causative organism must be a virus that causes an infectious disease that has appeared in a human or animal population in the U.S. for the first time, or that may have existed previously but is rapidly increasing in incidence or geographic range.
 - i. For human disease, the outbreak is listed in one of the following Centers for Disease Control (CDC) publications:
 - A. CDC Current Outbreak List for “U.S. Based Outbreaks” (www.cdc.gov/outbreaks),
 - B. CDC Current Outbreak List for “Outbreaks Affecting International Travelers” with an “Alert” or “Advisory” classification (www.cdc.gov/outbreaks) (also released through the CDC’s Health Alert Network (HAN) notification process)
 - C. Healthcare-Associated Infections (HAIs) Outbreaks and Patient Notifications page (www.cdc.gov/hai/outbreaks)
 - ii. For animal disease, the outbreak is identified as an infectious disease outbreak in animals within the U.S. on the World Organization for Animal Health (OIE) Weekly Disease Information page (www.oie.int/wahis_2/public/wahid.php/Diseaseinformation/WI).
 - A. The CDC or OIE has identified the taxonomy, including the viral family and/or species, of the pathogen and provides notice to the public of the identity of the emerging virus that is responsible for an infectious disease outbreak. Based on the taxonomy of the outbreak pathogen identified by the CDC or OEI, the pathogen's viral subgroup is enveloped viruses and large, non-enveloped viruses.
 - B. The virus can be transmitted via environmental surfaces (non-vector transmission), and environmental surface disinfection has been recommended by the CDC, OIE or EPA to control the spread of the pathogen.
4. You may begin communicating statements pertaining to emerging viral pathogens only upon CDC or OIE’s publication per term 3.a. of an outbreak of an emerging viral pathogen meeting all of the criteria of term 3. You must cease and remove all such non-label communications intended for consumers no later than 24 months after the original publication of the outbreak per term 3.a., unless the Agency issue written guidance to the contrary due to continued public health concerns. The emerging pathogen claim language may remain on the master label.

5. Terms from points 1 through 4 above shall become immediately void and ineffective if registration for use against *Pseudomonas aeruginosa*, *Salmonella enterica*, *Staphylococcus aureus*, *Enterobacter aerogenes*, Rotavirus WA, Respiratory Syncytial Virus (RSV) and SARS-CoV-2 is suspended or cancelled or no longer meets the criteria for a disinfectant claim (see EPA Product Performance Test Guideline 810.2200). In addition, terms B.1 through B.4 above shall become immediately void and ineffective upon your receipt of evidence of ineffectiveness against any pathogen in a less-resistant Spaulding category.

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 FIFRA and is subject to review by the Agency. See FIFRA section 2(p)(2). If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process, FIFRA section 12(a)(1)(B). Therefore, should the Agency find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA approved registration, the website will be referred to the EPA's Office of Enforcement and Assurance.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6. If you have any questions, please contact Aidan Fife by phone at 703-3478522, or via email at fife.aidan@epa.gov.

Sincerely,



Steven Snyderman, Product Manager 33
Regulatory Management Branch II
Antimicrobials Division (7510P)
Office of Pesticide Programs

Enclosure: Revised Label

<< FRONT PANEL >>

ACTIVE INGREDIENT:

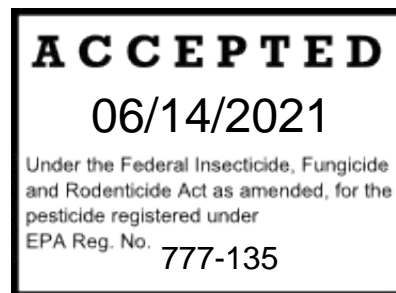
Citric Acid.	2.50%
OTHER INGREDIENTS:	97.50%
TOTAL:	100.00%

KEEP OUT OF REACH OF CHILDREN

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

(NET CONTENTS): X FL. OZ. ((X PT.) (X QT.) (X FL. OZ.)) X (mL) (L)

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



<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-135

EPA Est. No.:

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

(See bottom or side) (for) (Lot / Date code) (EPA) (Est.) (Establishment) (#) (No.) (Number) (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-XXX-XXX-XXXX)
 (For (more) ingredient (and other) information (visit) (www.rbnainfo.com) (website))
 ((Want) (For) (more) info on ingredients (& tips) visit (www.rbnainfo.com))
 US Patents: (www.rb.com/patents) (www.reckitt.com/patents)
 Distributed by: Reckitt Benckiser, Parsippany, NJ 07054 (XXXXXX)
 (Made in (U.S.A.) ({insert country})) © {year} (RB) (Reckitt Benckiser) (LLC)
 (Contains no (phosphates) (phosphorous))
 This (bottle) (container) is made of 25% post-consumer recycled plastic.

Company graphic logo



<< FRONT / BACK PANEL – Optional text >>

NSF Certification Symbol



Important facts (about this product)

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

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

<< Spanish Translation >>

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

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

<< BACK PANEL – Optional text for Professional Use products only >>

Graphic Symbol (Hospital Disinfectant)

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.
 The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
 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 and virus.
 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.

Part of your infection control program

(This product) meets the requirements of the OSHA Bloodborne Pathogen Standard for Decontamination

(This product) is tested according to AOAC Germicidal Spray testing method

<< **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** >>

(Antibacterial* Action) (Complete) (New) (Formula)

(New & Improved) (New & Improved Fragrance) (New & Improved Scent)

(Now with improved) (Power Foam Trigger) (Foam Power Trigger) (Wide Spray Trigger)

New enhanced foaming (action) (sprayer) (for) (better cleaning) (tough cleaning)

(New) (Improved) (Advanced) (Turbo) (Trigger) (for) (Cleans) (with) (Xx) (More) (Cleaning Power) (Force) (with Every Spray) (vs previous trigger) ^(Δ)

(New) (Improved) (Advanced) (Turbo) (Trigger) (for) (with) (Wide(r) (Coverage) (Spray) (Power) (Foam) (for) (Better) (Faster) (Quicker) (Coverage) (Cleaning) (vs previous trigger) ^(Δ)

(New) (Improved) (Advanced) (Turbo) (Trigger) (Now) 100% recyclable (vs previous trigger) ^(Δ)

New (scent) (&) (+) (and) (Formula) (Improved Formula) (Fragrance)

New Trigger for (Cleans) (More) (Better) (Cleaning Power) (Coverage) (with Every Spray)

Wider Coverage for Quicker Cleaning

<< **FRAGRANCE CLAIMS** >>

(Atlantic) (Fresh)

(Fresh) (Clean)

Mango (& Hibiscus)

(Citrus) (Fruit)

(Fresh Sparkle)

(Marine)

(Country)

(Lemon Breeze)

(Ocean Breeze)

(Aroma) (Fragrance) (Scent)

<< **PACKAGING CLAIMS** >>

(X%) (more) (bonus) (value) (pack) (trigger) (vs.) (compared to) (X) ((fl. oz.)) (size) {insert Lysol brand name} (∞)

(X)x (More) (Force) (Power) for (a) (More) (Powerful) (Consistent) Spray (vs previous trigger) ^(Δ)

(x (fl. oz. (at) (for the) x (fl. oz. Price) (x (fl. oz. (at) (for) the price of x (fl. oz.) (x (fl. oz. Free)

(X Pack) (X Bottles)

(Bonus) (Bonus x%) (Bonus x (fl. oz.) (x% Discount) (x% More Free)

Convenient (trigger) (spray)

Easy to use

(Economy) (Great) (Mega) (Super) (Trial) (Value) (Pack) (Refill) (Size) (Limited Time)

(Now x% more foam)

(Over x sprays per bottle) (Cleans your bathroom x times)

(Up to) (X)x (Wide(r) (and) (More) (Powerful) (Spray) (Foam) for (a) (an) (Easier) (Quicker) (Clean) (Cleaning) (vs previous trigger) ^(Δ)

<< **BACK TO SCHOOL** >>

(X) Box Top(\$ (s) (for Education)

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

Do not remove [label] [sticker]/cut out Box Tops for Education proof of purchase until product has been ((completely) (used) (finished) (emptied))

Earn xX Boxtop(\$ (s) for Education

Go to (boxtops4education.com) (BTFE.COM) for (details) (rules) (instructions)

More Cash for your School

No More Clipping

Official Box Top(\$)(s) for Education Brand

Scan Your Receipt

See How At BTFE.COM

See (details) (or) (rules) (instructions) on (top) (back) (side) (or) (sticker)

See (top) (back) (side) (sticker) for (details) (rules) (and) (instructions)

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

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May

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.

The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.

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 and virus.

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.

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 wipes}}
Like this (fragrance) (product)? Try (our) (other Lysol® products) {{insert picture of Lysol product}}
Manufacturer's coupon
(Money back guarantee) (Your # 1 choice) (Take the Lysol® Challenge) (Try it yourself) (or) (Get your money back)
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)(C)(%) (Off) (free) (buy) (now) (up to) (on) (any) (X) (single) (triple) (pack(s)) (wipes) (of) {{insert Lysol brand name}} (X) (fl. oz. or larger size) (XX) (ct) (fl.) (oz) or higher
Try (new) {{insert Lysol brand name}} (Wipes) (Triggers) (No harsh chemical residue)
Try (our) (other) Lysol® (family of) (cleaning products) (fragrances) {{insert picture of Lysol product}}
<<Note to Reviewer: The below claims are in reference to the 777-128 registration. They will go on a coupon to cross promote>>
Kills 99.9% of Bacteria² Detergents Leave Behind
Find in Laundry Aisle

<< MARKETING CLAIMS >>

(x)X (times) (better) (than) (more) cleaning (vs) {{insert Lysol Brand name}} (∞)
(x) X (times) (better) {{insert soils – see Appendix 2}} removal (than) (vs) (compared to) {{insert Lysol Brand name}} (∞)
(X in X) (Express) (Multi) (Action) (Surface) (Triple) (Versatile) (Easy) (Ready to use) (Clean & Fresh) (Cleaning) (Cleans) (Deodorizes) (Disinfectant) (Disinfects) (Sanitizer) (Sanitizes) (Shines) (Foaming) (Basin Tub & Tile Cleaner) (Bathroom) (Shower) (Cleaner) (Foamer)
(X)x More (Spray) Force
(X) People X Toilet) (4 people 1 Toilet)
xX (the) (Cleaning Power) {{insert soil – See Appendix 2}} (Removal) (on) {{insert soils – see Appendix 2}} (∞)
(X)x (Wide(r) Spray) (Faster Coverage) (Power Foam³) (for Advanced Cleaning) (Targeted Cleaning) (∞)
(100) (X)% Faster Clean (∞) vs {{insert Lysol brand name}}
(100) (X)% Faster (of) {{insert soils – see Appendix 2}} (Removal) (vs) {{insert Lysol brand name}} (∞)
(100) (X)% Longer Lasting (Clean) (Shine) (vs) {{insert Lysol brand name}} (∞)
(100) (X)% Longer Lasting Protection (∞) vs {{insert Lysol brand name}} on {{insert soil from Appendix 2}}
A Few of the (many) moments (you) (need) (where) Lysol (is needed)
Advanced (Floor) Cleaner
An efficient way to clean
(Antibacterial*) (Antibacterial* Action) (Bactericidal*) (Bactericide*) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Germicidal**) (Hospital Disinfectant) (Virucidal†)
Antibacterial* (cleaning) action (on) (in) {{insert surface / site – see Appendix 2}}
Antibacterial* cleaning (on hard, non-porous surfaces) for (bathrooms) (restrooms)
Antibacterial* (floor) (surface) (cleaner)
Better {{insert soils – see Appendix 2}} fighting power (than) (before) (ever) (previous) (prior) (formula) (∞)
Better {{insert soils – see Appendix 2}} (than) (before) (ever) (previous) (prior) (formula) (∞)
Brand New Day
Brilliant (streak-free) (glistening) (sparkling) shine
(Certified) Gluten Free
Cleans (x)(X) (times) (better) (than) (vs) (compared to) (vs) (compared to) {{insert Lysol Brand name}} (∞)
Cleans (area) (x number of square feet)
Cleans (bathroom) (surfaces) {{insert surface – see Appendix 2}} (without leaving a dull residue behind) (fast)
Cleans everyday {{insert surface / site – see Appendix 2}} messes
(Cleans) (+) (Repels) (Grime) (Stains) {{insert soils – see Appendix 2}}
Cleans sealed grout and tiles in seconds
(Cleans) (shines) (and) (sanitizes) (disinfects) bathroom surfaces
Cleans (tough) (the toughest) (stubborn) {{insert soils – see Appendix 2}} (and) (fast) (without bleaching)
Cleans to a brilliant shine
Clinging foam ⁽³⁾ (destroys) (eliminates) (penetrates) (powers through) (removes) {{insert soils – see Appendix 2}}
Complete Clean
(Credible) (Effective) (Efficient) (Fantastic) (Incredible) (Proven) (Unbeatable) Cleaners (Cuts {{insert soils – see appendix 2}}) (Removes {{insert soils – see Appendix 2}})

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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
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.

Contains no (abrasives) (chlorine) (bleach) (dyes) (or) (harsh) (acids) (fumes) (so it won't scratch surfaces)
Cuts cleaning time
(Cuts) (Cleans) ({insert soils – see Appendix 2}) (greasy dirt) (and) (bathroom soils)
Deep down clean
(Destroys) (Eradicates) (tough) (the toughest) (stubborn) ({insert soils – see Appendix 2})
(Disinfecting) (Sanitizing)
Does not (include) (contain) (ammonia) ((chlorine) bleach) (phosphates) (phosphorous) (Parabens) (Phthalates) (Quats)
(Triclosan) (Formaldehyde) (Alkyl phenol ethoxylates (APEs)) (Mercury and mercury- containing compounds)
(Arsenic) (Lead) ((Plastic) microbeads)
Easier next time clean (∞) vs {insert Lysol brand name}
(Easy) (Simple) (bathroom) cleaning (on) {insert soil from Appendix 2}
Effective Cleans, shines, deodorizes and disinfects** (washable) {insert surface / site – see Appendix 2} (surfaces) (and)
(fixtures)
(Effectively) cleans, shines (and) disinfects** (washable hard, non-porous surfaces in) {insert use sites/ surfaces – see Appendix 2}
(Eliminates) (Removes) odors (caused by bacteria)
(Ew...) (Odors are Gross)
Extra strength foam destroys ({insert soils – see Appendix 2})
Fast acting foam³
Foam scrubs the ({insert soils – see Appendix 2}) away
Foam trigger (with) (Powerful foaming action³) (to power out) (insert soils – see Appendix 2)
Foams and clings onto (tough) (the toughest) (stubborn) ({insert soils – see Appendix 2})
For a cleaner, fresher household
For lasting freshness
Freshness (Booster) (Enhancer) (Fragrance****)
Freshener
Friendly to your (floor) {insert surface / site – see Appendix 2} surfaces
(Get) (Take) a Whiff
Germs** thrive (in the toilet)
Good for (everyday cleaning) (and) (your toughest) (tough) (stubborn) (bathroom) (floor) stains.
Good for most indoor and outdoor cleaning tasks
Good Housekeeping seal
Helps prevent the buildup of {insert soils – See Appendix 2} ⁽²⁾
High power foam³ destroys {insert soils – see Appendix 2} (for tough cleaning)
Invisible non-stick finish on surfaces prevents (stains) {insert soils – see Appendix 2} sticking
{insert soils – see Appendix 2} (Removal)
(Just) spray & walk away³
Kosher
Leaves a (pleasant) (fragrance) (shine)
Leaves no (sticky) (dull) residue
Leaves your (bathroom) (restroom) (floor) smelling clean and fresh
Lifts {insert soils – see Appendix 2} on contact
(Limescale) ({insert soils – see Appendix 2}) grow(s) (in the) (tub) ({insert surface/site – see Appendix 2})
Long Lasting Fragrance
(Lysol) (Power³) Bathroom (Cleaner) (Foamer) <<NOTE TO REVIEWER: “³” qualifier is mandatory - See Appendix 1 >>
Makes your (cleaning) job easier (in the) (bathroom) (restroom)
Neutralizes stubborn odors
No scrubbing (or streaking) (or filming) (or wiping) (on floors) (or rinse) (required)
Non-abrasive formula (will not scratch surfaces)
Our best formula for (cleaning) ({insert soils – see Appendix 2})
Platinum Active-Shield (foaming) (Bathroom Cleaner) (Shower Cleaner)
Power foam for power cleaning
Power (plus) (+) (Active Shield Technology)^o
Powerful foam³ (destroys) (removes) {insert soils – see Appendix 2}
Powerful foaming³ action (for) (dissolves) (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (cleaning)
Powerful {insert soils – see Appendix 2} fighters
(Powers) (Cuts) through (tough) (the toughest) (stubborn) {insert soils – see Appendix 2}
Powers through your toughest cleaning jobs
Prevents (the) build-up of (dirt) {insert soils – see Appendix 2} (where bacteria can thrive)

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.
The text “hard, non-porous surface(s)” will be disclosed in the use direction or in the claims.
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 and virus.
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.

Prevents {insert soils – see Appendix 2} from coming back
Prevents {insert soils – see Appendix 2} (dirt) (build up) (that may harbour germs**)
Ready-to-use (floor) (and) (bathroom) cleaner
Removes (tough) (the toughest) (stubborn) (everyday) {insert soils – see Appendix 2} (odors) (at the root) (quickly) (the first time)
Removes and cleans {insert soils – see Appendix 2}
(Showers) ({insert site/surface – see Appendix 2}) get (gross) (icky)
Simply (effective)
Smells linger
Smell the clean
(Soap Scum) ({insert soils – see Appendix 2}) (is) (are) gross
Starts to destroy {insert soils – see Appendix 2} instantly
Starts to work before you do
Streak Free Shine
Targeted Foaming action³
The most powerful (bathroom) (restroom) (floor) cleaner you can buy
(The) One-step cleaner
Thick foam ⁽³⁾ (penetrates) (powers through) ({insert soils – see Appendix 2})
(This product) cleans, shines and disinfects most non-porous (bathroom) (restroom) (floor) surfaces (and leaves) (your bathroom with) (your restroom with) (your floor with) a fresh, clean scent
(This product) effectively cleans, shines and disinfects washable hard non-porous (inanimate environmental) (bathroom) (restroom) (floor) surfaces and fixtures (around the home) (in schools) (hospitals) (and) (health care facilities)
(This product) has xX Cleaning Power to remove {insert soils – see Appendix 2} (∞)
(This product) is (also) effective on (tough) (the toughest) (stubborn) (bathroom) (restroom) dirt and grime
(To) get surfaces (that) (glow) (glowing)
To Save your nose (from (nasty) (gross) odors)
(Toilet) (bowl) Rings aren't pretty
Tough on {insert soils – see Appendix 2}
(Tough) (the toughest) (stubborn) {insert soils – see Appendix 2} disappear in seconds
(We) (Lysol) (Clean(s)) (&) (Disinfect(s)) (Sanitize(s))
What it takes to get the job done
Who wants to touch (that) (a (dirty) (icky) toilet)
Wipes away dirt and grime with little or no scrubbing
Wider (foam) coverage (for) (better) (improved) (quicker) (cleaning) (to) (power(s) away) {insert soils – see Appendix 2}
(With) Active Shield Technology
With foaming action
Works on a wide range of (bathroom) (restroom) (floor) hard, non-porous surfaces
Worry free

<< MARKETING CLAIMS – Specific to Liquid Dispensing Mop / Device / Appliance >>

(x) Bottle(s) (of) (product name) (Disinfecting) (Antibacterial*) (Multi-Purpose) (Cleaner) (Cleaning Solution)
x Cleans (approximately) (about) x rooms
(x) (Empty) (Refillable) (Bottle)
(x FL. OZ.) (x mL)
(Cleaner in a) Ready-to-use (bottle)
(Contains) Everything you need to get started (!)
(Dirt-dissolving) cleaning solution
Get any floor sparkling clean with Lysol® (product name) (!)
Gets into corners (edges) (and) (hard-to-reach spots)
(It's) Gentle on (most floors) (finished wood) (laminated) (linoleum) (glazed (ceramic) tiles) (and) (&)
(Multi-Purpose) (Disinfecting) (Antibacterial*) (Floor) Cleaner
Ready-to-use cleaner(s) (and) (refillable bottle)
Refill(able) (bottle)
Scrub (through) (dried-on) (messes)
(Scrubs) (and) (Cleans) dried-on messes and sealed grout lines
Solution dissolves tough (sticky) messes

<< MARKETING CLAIMS - COMMERCIAL / INSTITUTIONAL / INDUSTRIAL >>

For Commercial Use

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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
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.

Pro ((For) Commercial Use)

<< USAGE CLAIMS >>

All washable hard non-porous-surfaces (that can be found) (in the) {insert use sites / surfaces – see Appendix 2}

For Commercial Use

For Use (in) (on) {insert use sites / surfaces – see Appendix 2}

Great for (bathrooms) (restrooms) (floor) {insert use sites / surfaces – see Appendix 2}

Great for everyday use (in) (bathrooms) (restrooms) (on floors)

Great on {insert use surface / soil – see Appendix 2}

Use (this product) on all washable hard, non-porous (inanimate environmental) surfaces that can be found in {insert use sites / surfaces – see Appendix 2}

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

Fast Acting Sanitizer

(Kills) (Eliminates) (99.9% of) bacteria (on hard, non-porous surfaces) (in) (30) seconds***

Kills (99.9% of) Enterobacter aerogenes and Staphylococcus aureus (on hard, non-porous surfaces) (in) (30) seconds)

Leaves (household) (bathroom) (restroom) surfaces sanitary

One step cleaning and sanitizing²

Sanitizes (household) (bathroom) (and) (restroom) surfaces in (30) seconds***

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

An effective disinfectant cleaner (on non-food contact surfaces) and deodorizer for use (on) (in) {insert use sites / surfaces – see Appendix 2}

Effective against: {insert organisms – See Appendix 1} in (10) minutes)

Disinfects bathroom surfaces (in 10 minutes)**

(Kills) (Eliminates**) (Disinfects) (99.9 %) bacteria*

(Kills) (Eliminates**) (Disinfects) 99.9% of bacteria and viruses on hard, non-porous surfaces**

(Kills) (Eliminates**) (Disinfects) (bacteria*) {insert organisms – see Appendix 1} while it cleans tough (bathroom) (restroom) messes

(Kills) (Eliminates**) (Disinfects) (99.9% of) (bacteria*) (and) (viruses)**

(Kills) (Eliminates**) (Disinfects) (99.9% of) germs**

(Kills) (Eliminates**) (Disinfects) (99.9% of) germs** (while it cleans) (that ordinary cleaners don't)

(Kills) (Eliminates**) (Disinfects) (99.9% of) ({insert organisms – see Appendix 1}) in (10) minutes)

(Kills) (Eliminates**) (Disinfects) (99.9% of) germs** while it cleans (tough) (the toughest) (stubborn) (bathroom) (restroom) ({insert use sites / surfaces – see Appendix 2}) messes

(Kills) (Eliminates**) (Disinfects) common (household) bacteria and (viruses) without bleaching**

(Kills) (Eliminates**) (Disinfects) (common) (household) germs** without bleach(ing)

Kills (household) bacteria (and sanitizes without bleaching)*

Kills 99.9% of bacteria and viruses**

Kills 99.9% of viruses and bacteria**

Kills odor-causing bacteria (in the) (bathroom) (restroom)

Kills viruses†

(Now) (tested) (and proven (effective)) (to) kill(s) (the) SARS-CoV-2 (virus)⁵

(Now) tested (and proven (effective)) against (the) SARS-CoV-2 (virus)⁵

(Now) tested (and proven (effective)) to help (reduce the spread of) (the) SARS-CoV-2 (virus)⁵

On hard, non-porous, inanimate environmental surfaces, this product kills (the following bacteria, and viruses):

{insert organisms – see Appendix 1}

Reduces the spread of harmful (household) germs** between treated hard, non-porous surfaces

<< USE DIRECTIONS >>

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

(Always test on an inconspicuous surface for at least 5 minutes before use.)

(To Operate: Turn nozzle (to) (counter clockwise) (“ON”) (desired) (position) (to preferred usage).)

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.
The text “hard, non-porous surface(s)” will be disclosed in the use direction or in the claims.
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 and virus.
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.

(To Refill (Bottle): (To) (Remove) (cut) (pouch) (bag) (trigger) (unit) (cap) (by) (twist) (twisting) (turn) (turning) (off) (to the right) (clockwise) (and) (lift) (up) (out). Pour (in product) from refill (container) (and) replace trigger (unit) (by pushing down until (unit) (it) (trigger) snaps into place.)

(To Refill (Bottle): Remove cap. Attach trigger unit.)

To Clean: Spray surface. Allow product to penetrate (tough) {insert soils from appendix 2} soil(s). Wipe. (No rinsing required.)

To Disinfect/Sanitize (hard non-porous surfaces):

Spray 6-8 inches from surface until thoroughly wet.

(or)

Apply until thoroughly wet.

Leave for 30 seconds to sanitize. Leave for 10 minutes to disinfect. Wipe dry. Rinse food contact surfaces (and toys) with water.

<< Advisory Statements – must be included where appropriate >>

Do not use on (marble) ((no wax) vinyl) (brass) (and) (or) (copper) surfaces.

Do not (swallow) (ingest)

Does not harm most (bathroom) (restroom) (floor) surfaces.

(On painted surfaces) (For all other surfaces) test a small inconspicuous area first.

May discolor painted surfaces including decorative tile and colored grout.

May etch some older sinks and tubs.

Rinse bathtub / shower surfaces with water after using product.

(If the last portion (of this product) is difficult to dispense, turn trigger 180° to face opposite direction; this will ensure full use of its contents.)

<< Additional USE DIRECTIONS (claim specific) – Specific to Professional Branded products Only >>

<< Terminal Sterilant Statement – qualified metal surfaces >>

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

<< 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 ⁽¹⁾ is introduced directly into the human body, either into or in contact with the bloodstream or normally sterile areas of the body; or ⁽²⁾ 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 INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals.

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

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

FIRST AID	
If in Eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a Poison Control Center or doctor for treatment advice.
CONTACT NUMBER	
Questions? Comments or in case of an emergency call toll free (1-800-228-4722) (1-800-677-9218) (1-XXX-XXX-XXXX). Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.	

<< STORAGE & DISPOSAL – Residential containers >>

STORAGE AND DISPOSAL: Store in a cool dry area. Non-refillable container. Do not reuse or refill empty container. Recycle empty container if available or discard in trash.

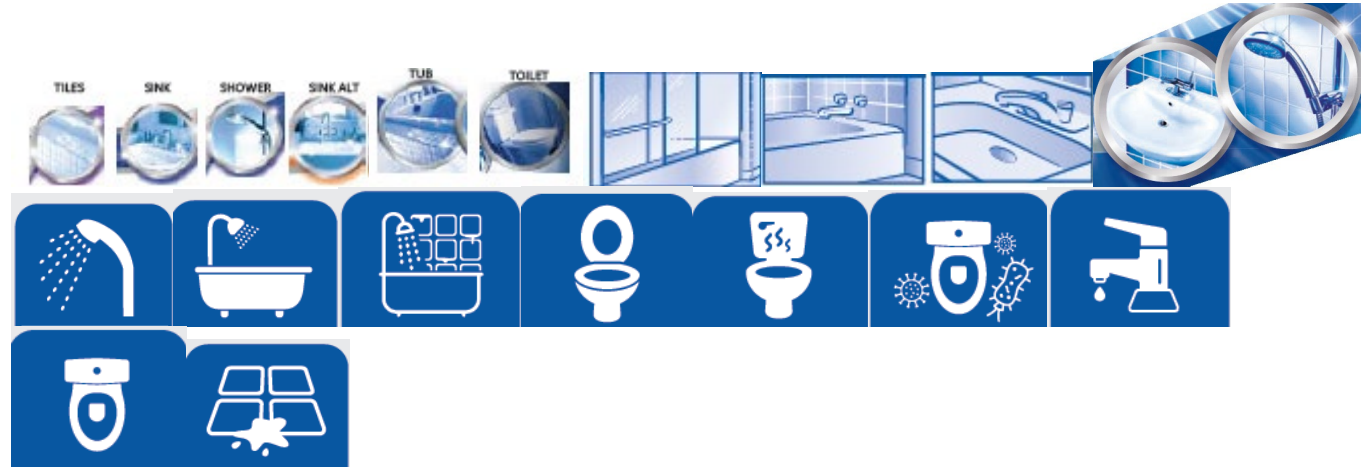
STORAGE AND DISPOSAL: Store in a cool dry area. Refillable container. Only refill with this product. Recycle empty container if available or discard in trash.

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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
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.

<< STORAGE & DISPOSAL – COMMERCIAL / INSTITUTIONAL / INDUSTRIAL CONTAINERS >>

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage and disposal. Store in a cool dry area. Non-refillable container. Do not reuse or refill empty container. (Triple rinse container (or equivalent) when empty). Recycle empty container if available or discard in trash.

<< OPTIONAL IMAGES >>



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



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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
The term (x) is a placeholder that represents a number between 1 and 99.
The term "Y" is a placeholder for a character A – Z.

<< BOXTOPS IMAGES >>



<< Singles >>



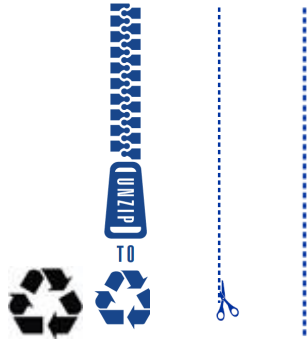
<< Multipack Boxtop Logos >>

<<Note to Reviewer: The number "4" shown in the five Box Top images below can be replaced by any number 1-100>>




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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
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.


<< RECYCLE IMAGES >>



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

Unzip to Recycle
Cut here to Recycle
Tear (Here) to Recycle

Un)zip (it) (label) to 
(Un)zip (it) (label) (to) (recycle) (before) (recycling)
Pull tab (and) (remove) (label) (to) (recycle)

Pull tab (and) (remove) (label) (to) 
(Remove) (label) (and) (discard) (before) (recycling)
Un)zip (it) to remove the label (so) (it) (can) (be) (discarded). The (rest) (remainder) (of) (the) (trigger) (and) (bottle) is (fully) recyclable
Label is currently not recyclable
Unzip it
Help us improve recycling by removing the label first
Step 1. Unzip the label and discard
Step 2. Recycle the bottle and trigger
Improve recyclability by removing label before putting (bottle) (and) (trigger) in the recycling bin

<< HOW2RECYCLE GRAPHICS >>

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

<< TRIGGER >>

<< Front / Back Panel
Label >>



<< Sleeve Label >>



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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
The term (x) is a placeholder that represents a number between 1 and 99.
The term "Y" is a placeholder for a character A – Z.

<< POURABLE >>

<< Front / Back Panel Label >>



<< Sleeve Label >>



<<APPENDIX 1>>

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

- (∞) (vs.) (compared to) {{insert Lysol Brand Name}} (on) {{insert soils – see Appendix 2}} (repellency)
- (Δ) (vs.) (when compared) to previous trigger
- **** contains Fragrance Allergens
- 2 when used (regularly) as directed
- 3 (for) cleaning (when used as directed)

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

*** Kills (99.9% of) (Enterobacter aerogenes) (and) (Staphylococcus aureus) (on hard, non-porous surfaces) (in 30 seconds).

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- * Kills (99.9% of) (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (on hard, non-porous surfaces) in 10 minutes.
- ** Kills 99.9% of (Pseudomonas aeruginosa) (Salmonella enterica) (Staphylococcus aureus) (Rhinovirus Type 39 (common cold)) (Rotavirus WA) (and) (Respiratory Syncytial Virus (RSV)) (on hard, non-porous surfaces) in 10 minutes.
- † Kills (Rhinovirus Type 39 (a cause of the common cold)) (Rotavirus WA) (and) (Respiratory Syncytial Virus (RSV)) (on hard, non-porous surfaces) in 10 minutes.
- 5 Kills SARS-CoV-2 on hard, non-porous surfaces (in 30 seconds)

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

Bacteria & Viruses			
<< Disinfection – Hard, non-porous surfaces >>			
Bacteria (5 minutes)	(ATCC No.)	Viruses (30 seconds)	(ATCC No.)
Pseudomonas aeruginosa	(15442)	(SARS-CoV-2) (Strain (Isolate) USA-WA1/2020)	
Salmonella enterica	(10708)		
		Viruses (10 minutes)	(ATCC No.)
		Rhinovirus Type 39 (common cold)	(VR-340)
		Rotavirus WA	(VR-2018)
		Respiratory Syncytial Virus (RSV)	(VR-26)
Bacteria (10 minutes)	(ATCC No.)		
Staphylococcus aureus	(6538)		
<< Sanitization – Hard, non-porous, non-food contact surfaces >>			
Bacteria (30-seconds)		(ATCC No.)	
Enterobacter aerogenes		(13048)	
Staphylococcus aureus		(6538)	

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.
 The text “hard, non-porous surface(s)” will be disclosed in the use direction or in the claims.
 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 and virus.
 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.

<<APPENDIX 2>>

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

Soils / Odors: (Graphic – depicting soil)

(Bathtub) (Toilet) rings	Hard water (stains)	Rust stains
Blood stains	(Lime) (Limescale) (Lime Scale)	(Smears) (Smudges)
Calcium (build-up) (stains)	Messes	Soap scum
Cosmetic stains	Mildew (build-up) (stains)	(Stains) (soils)
(Dirt) (Dust) (build-up) (stains)	Mineral (build-up) (stains)	Toothpaste stains
(Fingerprints) (Handprints)	Mud (Stains)	Urine (stains)
(Grease) (Greasy) (build-up)	Oil (marks) (stains)	Water (marks) (stains)
(stains) (Splatter)	(Outdoor) grime	
Grime	Pest stains	

Non-Food Contact Surface Types: (~ specify Non-Medical or Fixture)

Chrome ~	Laminate(d) (plastic)
Crystal	Linoleum
Enamel	Metal
Fiberglass fixtures	Mirror
Glass	Stainless steel ~
Glazed (ceramic) (porcelain) (tile)	

Hard Non-porous Surfaces: (Graphic – depicting use site)

Appliance exterior	Floor (linoleum)	Plastic laundry (basket) (hamper)
(Bathtub) (tub)	Floor (sealed stone)	(Shelves) (drawers)
Cabinet	Floor (no-wax)	Shower (door) (vinyl curtain) (stall)
Bathroom (Counter) (Countertop)	Garbage (can) (pail) (container)	(area)
Diaper (pail)	Glazed ceramic tile	Sink (basin)
Door (knob) (handle)	Glazed porcelain tile	(Table) (tabletop)
Exhaust (fan) (hood)	Highchair (non-food contact area)	(Toilet bowl exterior) (Urinal)
Faucet ((chrome / stainless steel)	Light fixtures	Vanity top
Fixture (chrome / stainless steel)	Metal blinds	Washable walls
Floor (finished wood)	Non-medical (chrome / stainless steel)	(Window) (windowsill)
Floor (glazed ceramic / porcelain)	Painted woodwork	Other hard, non-porous, non-food contact surfaces
Floor (laminated)		

Household Use Sites: (Graphic – depicting use site)

Basement	Den / Study	(Home) (House)
Bathroom (Surfaces)	Family room	Household (area)
Bedroom	Garage	Living room

Professional Use Sites: (Graphic – depicting use site)

Dental Office	(Hotel) (Motel)	Physicians Office
Doctors Office	Infirmery	Restroom
Health Care Facility	Nursing Home	School
Hospital	Office Building	

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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
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.

<< APPENDIX 3 >>

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

This product qualifies for emerging viral pathogen claims per the EPA's 'Guidance to Registrants: Process for Making Claims Against Emerging Viral Pathogens not on EPA-Registered Disinfectant Labels' when used in accordance with the appropriate use directions indicated below.

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

- Enveloped Viruses
- Large Non-Enveloped Viruses

For an emerging viral pathogen that is a/an...	...following the directions for use for the following organisms on the label:
Enveloped virus	Rhinovirus Type 39
Large, non-enveloped virus	Rhinovirus Type 39

[Product name] has demonstrated effectiveness against viruses similar to **[name of emerging virus]** on hard, non-porous surfaces. Therefore, **[product name]** can be used against **[name of emerging virus]** when used in accordance with the directions for use against **Rhinovirus Type 39** on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[pathogen-specific website address]** for additional information.

[Name of illness/outbreak] is caused by **[name of emerging virus]**. **[Product name]** kills similar viruses and therefore can be used against **[name of emerging virus]** when used in accordance with the directions for use against **Rhinovirus Type 39** on hard, non-porous surfaces. Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

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.
The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
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 and virus.
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.