



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

May 14, 2020

Subiksha Natarajan
Reckitt Benckiser
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, New Jersey 07054-0225

Subject: Notification per PRN 98-10 – Adding marketing claims
Product Name: Deadpool
EPA Registration Number: 777-138
Application Date: March 19, 2020
Decision Number: 562616

Dear Ms. Natarajan:

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, please contact Stacey Grigsby by phone at 703.305.6440, or via email at 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 INGREDIENTS:

Alkyl (40% C12, 50% C14, 10% C16) dimethyl benzyl ammonium chlorides	3.711 %
Lactic Acid.	9.992 %
Citric Acid.	5.000%

OTHER INGREDIENTS:	81.297 %
TOTAL:	100.00 %

NOTIFICATION

777-138

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:

05/14/2020

KEEP OUT OF REACH OF CHILDREN

DANGER: CORROSIVE.

See (back) (side) panel for additional precautionary statements.

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

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-138			
EPA Est. No.:	777-NJ-2 (Y) (YY)	61203-MA-1 (Y) (YY)	54487-GA-1 (Y) (YY)
	11525-IL-1 (Y) (YY)	33590-MA-3 (Y) (YY)	498-IL-1 (Y) (YY)
	13891-IN-1 (Y) (YY)	475-MO-1 (Y) (YY)	11525-RI-1 (Y) (YY)
	69209-MA-001 (Y) (YY)	777-PA-001 (Y) (YY)	58996-MO-1 (Y) (YY)
	777-MO-002 (Y)(YY)	09019-OH-001 (Y) (YY)	09019-OH-002 (Y) (YY)

See (bottom) (or) (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? (telephone graphic symbol)

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

For (more) ingredient (and other) information, (www.rbnainfo.com)

US Patents: www.rb.com/patents

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

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

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

Please recycle when empty



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb) (Reckitt Benckiser Professional)

<< FRONT / BACK PANEL – Option text >>

Peel open for Precautionary and First Aid Statements.

See outer packaging for Directions for Use and additional Precautionary Statements.

Important facts (about this product):

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).

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

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<< FRONT / BACK PANEL – Option text Continued >>

(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)

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

<< Fragrance / Formula >>	<< Container Attributes >>
Fresh(er), (cleaner) fragrance	New look (for) (Lysol®)
Great (New) Scent	New Size
New Formula	
New (and Improved) (better) Fragrance	
New (and)(&) (Improved) (Look)(Design)	
(New) (and) (improved ⁶) (ergonomic design) (cap) (!)	New (Modern) (design) (packaging)
New Clean, Fresh Fragrance	
New (Fragrance) (Scent) ({insert fragrance name})	Now in (an) (a) attractive pack
New (now) (Surprisingly) Fresh Fragrances	
Now with (a) fresher fragrance(s)	
(Smells) (better) than ever ({insert fragrance / name})	

<< FRAGRANCE CLAIMS >>

Available in {insert fragrance claims}

Crisp Linen
Original
Fresh (Linen)
Scent(s)

<< PACKAGING CLAIMS >>

\$X Off (your next purchase of (x) Lysol® (Laundry) Washing Machine Cleaner) ((X) fl. oz. or larger) Case value 1/100 of 1¢
X fl. oz. (size) (bottle) (with) (easy to use) (grip) (dosing cap)
(Bonus) (Great) (Sample) (Trial) (Size) (Value) (Super) (X) (Twin) (Savings) (Pack)
Buy X Get X Free
Child resistant cap
(Convenience)(Convenient) size
Cut (only) (with) (scissors) to open
(Do) (not) (puncture) (tear) (rip) (open)
(Dosing) (Measurable) (Measuring) cap
(Easy) (Convenient) (Simple) to (use) (handle) (grip)
Free sample
(More than) X% Free
No mess dosing cap
Not for retail sale
(Only) use scissor(s)
Open carefully
Pour with confidence
(Save) (now on) (\$X off) (X%) ({insert product name}) (with your purchase of Lysol® (Laundry) Washing Machine Cleaner)
(Save) (\$X)(X%) (off) (on any) (X) (multi-pack) (pack) (of) (Gerber onesies® (brand) (one piece) (underwear)) ({insert product name}) (with your purchase of Lysol® (Laundry) Washing Machine Cleaner) ({insert Gerber products graphics})
(See) (Check) (Refer to) (back)(bottom)(reverse) (for) (savings) (coupons) (details) (on) ({insert product name})
(Try) (Try Me) (Try Me Out)
Unique design
Use X(%) (fl.)(oz) (x) less per load for the same (trusted Lysol®) result
(With) Dosing cap

Consume rand Retailer: LIMIT ONE (1) COUPON PER PURCHASE OF SPECIFIED PRODUCT AND QUANTITY STATED.
NOT TO BE COMBINED WITH ANY OTHER COUPON(S).
LIMIT OF TWO (2) LIKE COUPONS IN SAME SHOPPING TRIP. VOID IF REPRODUCED, PURCHASED, TRADED OR SOLD.
ANY OTHER USE CONSTITUTES FRAUD.

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Consumer: You pay any sales tax.

Retailer: You are authorized to act as our agent and redeem this coupon in acceptance with (RB) (Reckitt Benckiser LLC)

Coupon Redemption Policy: face value 8¢

Send coupons to: Reckitt Benckiser LLC, Inmar Dept. #26600, 1 Fawcett Drive, Del Rio, TX 78840

Expires {insert date}

Good only in the U.S.A. Manufacturer's Coupon Void where prohibited

<< CROSS-PROMOTIONAL CLAIMS >>

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

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)

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

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

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

<< MARKETING CLAIMS – General >>

(Pleasant fragrance) (Ready to use) (Revolutionary) (Strong) (Versatile)

(Deodorizes) (Sanitize) (Sanitizer) (Sanitizes) (Sanitizing)

(Antibacterial) (Antibacterial Action) (Bactericidal*) (Bactericide*) (Deodorizer) (Deodorizes) (Sanitizes) (Sanitizer)

(1)(one) (2) (two) (x) month supply

(1st)(First) (2nd)(Second) Dose

Approved to ({insert claims from Sanitization Section})

Bleach free (formula) (technology) (sanitization) (sanitizer)

Bleach free

Care for your (laundry) (washing) machine (that cares for your (laundry) (clothes))

Chlorine free

(Clean(s)) (and) (fresh(ens)) (and) (helps) (to)(maintain(s)) (a) (your) (washing) (machine)

Clean (fresh) (fragrance) (scent)

Cleaner smelling scent

Does not (include) (contain) ({insert components – See Appendix 2})

Does not contain bleach

Does not leave harsh (chemical) residues

Dual (action) (active) (system) (formula)

Easy, Effective (Use)

Fights (laundry) (washing) machine odors

(For) Everyday (formula)(use)

Free From ({insert components – See Appendix 2})

Fresh (Burst of) (Fragrance) (and) (that is) (long) (lasting) (freshness)

Fresh (Clean) (Scent)

Hard surface sanitizer (and odor eliminator)

Has a (clean) (scent) (fragrance) (smell)

(Laundry) Washing Machine Cleaner

Light scent

Lightly Scented

Lighter Scent⁶

Long(er) Lasting Fragrance⁶

Lysol® Brand

Made without ({insert components – See Appendix 2})

(Millennial) (Modern) (tested) (design(ed))

Mom tested, Lysol approved(!)

Multi (action) (active) (system) (formula)

No ({insert components – See Appendix 2})

(No) Sodium Nitrite (free)

(Now) Surprisingly Fresh (Scent)

Pleasant (fragrance) (scent)

Ready to use[^]

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Sanitization control (formula)
Sanitizer (+)(&)(and) Cleaner
Septic safe
Smells fresh(er)
Soft scent
Surprisingly Fresh (Fragrances) (Scent)
The best way to eliminate odors from your washer!
The power of Lysol®
(Unique) (Innovative) (Sanitizing) formula reaches even (the) hidden areas of your machine
Unlocks Freshness
(Unsurpassed) odor (elimination) (and) (cleaning) (detergent) (residue) (removal)
(Washing Machine) (Cleaner) (+)(&)(and) (Sanitizer)

<< MARKETING CLAIMS – Specific Seasons >>

<< BACK TO SCHOOL >>

(1) (2) (3) (x#) for Home (/) (1) (2) (3) (x#) for School (1)
(1) (2) (3) (x#) for School (/) (1) (2) (3) (x#) for Home (1)
(1) (2) (3) (x#) for Mom (/) (1) (2) (3) (x#) for (the) Teacher (1)
(1) (2) (3) (x#) for (the) Teacher (/) (1) (2) (3) (x#) for Mom (1)
(1) (2) (3) (x#) for Home (/) (1) (2) (3) (x#) for (the) Teacher (1)
(1) (2) (3) (x#) for (the) Teacher (/) (1) (2) (3) (x#) for Home (1)
Add (Lysol®) to your back to school (shopping list) (1)
A school supply (item) to (help) kill germs (***) (1)
(An) (Important) school supply checklist (item) (1)
Back to school (item) (pack) (supply) (value pack) (1)
Be ready for school with Lysol® at home
For (Mom) (Mother)
Get ready for back to school
Helps Mom
(Key) back to school shopping list (item) (1)
(Mom(!)) Be ready for back to school (with Lysol®)
(Put Lysol®) On your back to school shopping list (1)
Put Lysol® on your school supply list (1)
(Teacher's) School Supply Pack (1)
Your teacher(s) love(s) Lysol®

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

(1) Confirm school policy allows for use and / or donation of product(s). Adults must deliver donations (directly) to schools.

(x) Box Tops for (Education)

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

©General Mills

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

See back or sticker for details or rules or instructions

See details or rules or instructions [on] [back or sticker]

Go to boxtops4education.com for details

(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.

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<< USAGE CLAIMS – General >>

Compatible with
(Dose)(Use) (X)
Easy to use →
For all washing machines (including) (HE)(High Efficiency)
For any (washing) machine type
For (single)(two) (use(s))(usage)
(For) Frequent (Regular) (daily) use formula
It's Lysol® Clean(!)
(Light scent) Suitable for (frequent) (daily) (everyday) use
Pour to this line
Safe for use on washing machine
Suitable for use in {insert use site Appendix 2}
(This product) is approved for use (in) washing machine
(Used) (Trusted) by (Moms)
Used by college students
Use at least (once)(twice) a month to keep your machine (smelling) fresh

<< CLEANING & DEODORIZING CLAIMS – General >>

Cleans and deodorizes
Cleans hygienically (from)(on) the inside
Clean machine for fresh laundry
(Designed) (formulated) to (remove) (eliminate) (heavy) (duty) (odors)(odor-causing bacteria^{***}) (and) (residues) (and) (dirt) (that) (frequent) (daily) (use leaves behind)
Eliminates bad odors
For washers that have never been cleaned before, have excessive residue build-up or where odors remain, a second cleaning cycle may be needed.
{insert Lysol® brand name} Helps leave your washer clean and fresh
{insert Lysol® brand name} Penetrates deep into the machine, (breaking up residue better than bleach)
{insert Lysol® brand name} Designed to penetrate, dissolve and remove odor-causing residue throughout the entire wash cycle
Lasting (fresh) (fragrance) (scent)
Leaves your machine (smelling) (clean) (and) (fresh) (by removing) (built up) (detergent) (residue) (and) (99.9%) (odor-causing bacteria) (at the source)
Long lasting freshness
Lysol® Washing Machine (Cleaner) (+)(&)(and) (Sanitizer) washes away limescale and dirt that build(s) up in your (washer) (machine), affecting its performance and leaving behind harmful and odor-causing bacteria.
Use this product to wash away limescale and dirt that build(s) up in your (washer) (machine), affecting its performance and leaving behind harmful and odor-causing bacteria.
Odor (defense) (eliminator) (elimination)
(Washes) (Cleans) (away) (Removes) (limescale) (built up) (dirt) (and) (detergent residue)

<< SANITIZING CLAIMS >>

2-In-1: Cleans and Sanitizes
2-In-1 Solution: Deodorize(s) and Sanitize(s)
Antibacterial(*)^{***}
Cleans (&) (and) Sanitizes (your washing machine) (your washer)
Eliminate(s) 99.9% (of) (the) odor-causing bacteria (that can build up in your machine)
(Kills) (Removes) odor-causing bacteria(*)^{***}
Kills (99.9% of) bacteria^{***} ({insert organisms – Appendix 1}) (in 2 minutes)

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Kills (99.9%) (of) (the) bacteria*** you can't see {insert organisms – Appendix 1}
(Kills)(Removes) bacteria*
Sanitizes bacteria*** you can't see
Sanitizes without (chlorine) bleach

<< 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 the product.

(For washing machines)(For use in (any) washing machine) (For use in (both) (high-efficiency) (and / &) (standard washing machines)) (For use in (both) (front) (and / &) (top) loader(s) (washing machines):

(Directions for Use (for) (16.9 FL. OZ.) ((500 mL):

To Clean and Sanitize: Empty (washing) (laundry) machine. (Pour) (Add) (one dose) (500 mL) (the full bottle) directly into the washing machine (drum). Do not add (laundry) detergent. Run the empty (laundry) machine (in)(on) hot (normal) (full) (setting)(cycle).)

(Directions for Use (for) (40 FL. OZ.) (X FL. OZ) ((1000 mL)):

To Clean and Sanitize: Empty (washing) (laundry) machine. (Pour) (Add) (one dose) (500 mL) (half a bottle) (as marked on the side panel) directly into the washing machine (drum). Do not add (laundry) detergent. Run the empty (laundry) machine (in)(on) hot (normal) (full) (setting)(cycle).)

<< Optional Language >>

Repeat use for (For washers that have never been cleaned before), (have excessive residue build-up) (or) (where odors remain)

(For washers that have never been cleaned before, (have excessive residue build-up) (or) where odors remain, a second cleaning cycle may be needed.)

<< OPTIONAL ADVISORY STATEMENTS >>

Do not add laundry detergent
Do not use with laundry (clothes) in the (washing) machine
Run on empty machine

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

DANGER: CORROSIVE. Causes irreversible eye damage. Harmful if inhaled. **Do not** get in eyes, on skin or on clothing. Wear protective eyewear. Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Avoid breathing vapor. Wear protective eyewear such as goggles or safety glasses. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. Remove and wash contaminated clothing before reuse.

FIRST AID	
If in eyes	<ul style="list-style-type: none">• Hold eye open and rinse slowly and gently with water for 15-20 minutes.• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.• Call a Poison Control Center or doctor for treatment advice.
If on skin or clothing	<ul style="list-style-type: none">• Take off contaminated clothing.• Wash thoroughly with soap and water.• Call a Poison Control Center or doctor if irritation persists.
If inhaled	<ul style="list-style-type: none">• Move person to fresh air.• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth if possible.

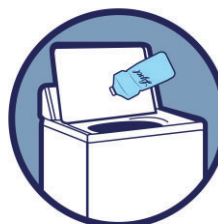
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	<ul style="list-style-type: none">• Call a Poison Control Center or doctor for further treatment advice.
CONTACT NUMBER	
Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-800-677-9218) (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment.	
NOTE TO PHYSICIAN	
Probably mucosal damage may contraindicate the use of gastric lavage.	

<< STORAGE & DISPOSAL – Residential containers >>

STORAGE AND DISPOSAL: Store in original container in areas inaccessible to small children. Do not reuse empty container. Discard in trash or offer for recycling if available.

<< Optional Graphic Images & Text >>



<< The words "Contains no bleach⁺⁺⁺" may appear within the 2 icons below >>



<< Optional Example Pictogram Images Depicting Surface/Use Sites >>

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<< APPENDIX 1 >>

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

<< Odor-causing Bacteria >>

* Odor-causing bacteria (on hard, non-porous surfaces) (in the washing machine)

<< Sanitization – Bacteria (hard, non-porous, non-food contact surfaces) >>

*** Kills 99.9% of (Enterobacter aerogenes) (and) (Staphylococcus aureus) on hard, non-porous, non-food contact surfaces in 5 minutes.

^ when used as directed

Symbol Designation – used on product labels		
Triple asterisk (***)	Sanitizes ***	Used for identifying sanitization against bacteria

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

<< IMPORTANT: All organisms must be identified by genus & species. Abbreviations may be included but must appear in (parens). >>

Bacteria	
<< Sanitization against Bacteria on laundry >>	
Bacteria (5 Minutes)	(ATCC No.)
Enterobacter aerogenes	(13048)
Staphylococcus aureus (Staph)	(6538)

<< APPENDIX 2 >>

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

Dyes	(chlorine) bleach
(phosphates) (phosphorous)	Harsh acids

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