



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

EPA Reg. Number:

777-144

Date of Issuance:

4/7/22

NOTICE OF PESTICIDE:

Registration
 Reregistration
 (under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Koeman

Name and Address of Registrant (include ZIP Code):

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

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 (FIFRA).

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:

Kathryn Montague, Acting Product Manager 31
 RMBI, Antimicrobials Division (7510P)

Date:

4/7/22

2. . You are required to comply with the data requirements described in the DCI or EDSP Order identified below:
 - a. Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chloride GDCI-069105-30933
 - b. Alkyl (50% C14, 40% C12, 10% C16) dimethyl benzyl ammonium chloride GDCI-069105-30882
 - c. Octyl decyl dimethyl ammonium chloride GDCI-069165-30875
 - d. Octyl decyl dimethyl ammonium chloride GDCI-069165-30870
 - e. Didecyl dimethyl ammonium chloride GDCI-069149-30855
 - f. Didecyl dimethyl ammonium chloride GDCI-069149-30869
 - g. Dioctyl dimethyl ammonium chloride GDCI-069166-30875
 - h. Dioctyl dimethyl ammonium chloride GDCI-069166-30858

You must comply with all of the data requirements within the established deadlines. If you have questions about the Generic DCI or EDSP Order 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. 777-144.”
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 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.

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:

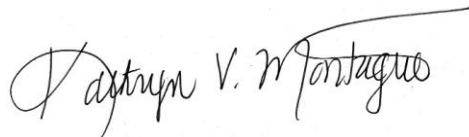
- Basic CSF dated 02/01/2022
- Alternate CSF 1 dated 02/07/2022
- Alternate CSF 2 dated 02/07/2022

The following alternate brand names have been added to the product record:

- Toilet Bowl Cleaner X Atlantic Fresh Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Citrus Fresh Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Forest Rain Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Lavender Fields Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Lemon Breeze Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Mango & Hibiscus Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Mandarin & Ginger Lily Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Ocean Fresh Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**
- Toilet Bowl Cleaner X Sea Coconut & Minerals Scent Lysol Brand Kills 99.9% of Viruses & Bacteria**

If you have any questions, please contact Karen M. Leavy by phone at (202)-566-0668, or via email at Leavy.Karen@epa.gov.

Sincerely,

A handwritten signature in cursive script that reads "Kathryn V. Montague". The signature is written in black ink and is positioned above the typed name and title.

Kathryn V. Montague
Senior Regulatory Advisor
Antimicrobials Division, 7510P
US EPA

Enclosure

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

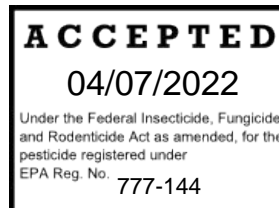
Alkyl (50% C ₁₄ , 40% C ₁₂ , 10% C ₁₆) dimethyl benzyl ammonium chloride.	0.6720%
Octyl decyl dimethyl ammonium chloride	0.5040%
Didecyl dimethyl ammonium chloride.	0.3024%
Diocetyl dimethyl ammonium chloride	0.2016%

OTHER INGREDIENTS:

98.3200%

TOTAL:

100.0000%



KEEP OUT OF REACH OF CHILDREN

DANGER: CORROSIVE.

FIRST AID: 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. Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

See back panel for additional precautionary and first aid statements.

(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)	13891-IN-1 (Y) (YY)	82206-KY-1 (Y) (YY)
475-PA-001 (Y) (YY)	38654-NJ-1 (Y) (YY)	82206-NY-003 (Y) (YY)
777-CA-001 (Y) (YY)	38654-PA-1 (Y) (YY)	83973-IL-1 (Y) (YY)
777-GA-001 (Y) (YY)	50757-WI-1 (Y) (YY)	86091-NC-1 (Y) (YY)
777-NJ-2 (Y) (YY)	50757-WI-3 (Y) (YY)	86091-WI-1 (Y) (YY)
777-MO-1 (Y) (YY)	54487-GA-1 (Y) (YY)	87871-NY-1 (Y) (YY)
777-MO-2 (Y) (YY)	58996-MO-1 (Y) (YY)	87871-NY-2 (Y) (YY)
777-PA-1 (Y) (YY)	61203-MA-001 (Y) (YY)	87977-MI-1 (Y) (YY)
777-POL-001 (Y) (YY)	63650-WI-1 (Y) (YY)	92309-NJ-1 (Y) (YY)
5747-MI-01 (Y) (YY)	68058-IL-001 (Y) (YY)	075371-IN-001 (Y) (YY)
8251-WI-5 (Y) (YY)	69209-MA-001 (Y) (YY)	075371-IN-003 (Y) (YY)
09019-OH-1 (Y) (YY)	71420-CAN-1 (Y) (YY)	082206-NY-003 (Y) (YY)
09019-OH-2 (Y) (YY)	70424-CAN-001 (Y) (YY)	XXXXX-YY-XXX (Y) (YY)
11525-IL-1 (Y) (YY)	74291-MO-001 (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:) (1-800-228-4722) (1-xxx-xxx-xxxx)
For more ingredient information visit (www.rbnainfo.com)
(US) Patents: (www.rb.com/patents) (www.reckitt.com/patents)
Distributed by: Reckitt Benckiser, Parsippany, NJ 07054 (-xxxx)
(Made in {insert country}) © {year} (RB) (Reckitt) (Benckiser) (LLC)
Contains no phosphates.
This (bottle) (container) is made of 25% post-consumer recycled plastic.



<< FRONT / BACK PANEL – Option text >>

Important facts (about this product)

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

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 99.
The term “x” is a represents the word “times”.
The term “Y” is a place holder for a character A – Z.

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.

<< NOTE: Any claim may appear on FRONT / BACK panel in bullet / paragraph format – Unless otherwise noted. >>
(Download) (NOW) (Scan) (to)(the) (for) (FREE) ({Insert for Lysol® app logo}) ({Insert Apple App store icon}) ({Insert Google Play icon}) ({Insert Alexa icon})(!)

(Download)(Available) (at)(on) (the) ({Insert for Lysol® app logo}) ({Insert Apple App store icon}) ({Insert Google Play icon}) ({Insert Alexa icon}) ((to) (and) help track (the spread of) (the) (daily cold & flu) (illnesses)) ((to) (and) get prevention tips) ((to) (and) help stay ahead of cold & flu) ((to) (and) stay informed about the cold & flu) ((to) (and) learn more about the cold & flu) ((to) (and / &) help track the daily cold (and / &) flu) (to) (and) (see what illnesses are going around) (on your phone) (with the (FREE) {Insert for Lysol® app logo}(!))

(Or) (just) Ask Alexa ({Insert Alexa icon}) ((to) (and) help track the daily cold & flu) ((to) (and) get prevention tips) ((to) (and) help stay ahead of cold & flu) ((to) (and) stay informed about the cold & flu) ((to) (and) learn more about the cold & flu) ((to) see what illnesses are going around) ((to) help track the spread of illnesses) (with the (FREE) {Insert for Lysol® app logo}(!))

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Google Play and the Google Play logo are trademarks of Google LLC.

Amazon, Alexa, and all related logos are trademarks of Amazon.com, Inc. or its affiliates

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

New (&) (and) (Improved) (Formula) (Angle neck bottle) (Cap) (Fragrance) (Look) (Pack) (Package) (Scent) (Size) (Better) (Improved) (Stain Removal) (Rust Removal) (Lime Scale Removal) (Bowl coverage than before) (∞) (Try) (Try New) (FREE) (\$xx OFF) ({insert Lysol Brand name}) (Fragrance) (Scent) (Size) (Improved) (Bowl) (Coverage) (∞) (Improved {insert soils – see Appendix 2} removal) (∞)

<< FRAGRANCE CLAIMS >>

(Atlantic) (Pacific) (Ocean) Fresh	(Fresh)	(Pleasant)
(Apple) (and) (Cinnamon) (Medley)	((Fresh) Coconut (Water(s)) (&) (and)	(Powder)
Apple (&) (and) Peony	(Sea Minerals)	(Rain)
Berry (&) (and) Basil	(Fresh) (Pine) (&) (Juniper)	(Red Fruit(s) (&) (and) Hibiscus
Cherry (Blossom(s)) (&) (and)	Freshcut Herbs (&) (and) Jasmine	(Refreshing)
Pomegranate	(Garden)	Sea Salt (&) (and) Minerals
(Citrus) (Fresh) (Fruit(s)) (Meadows)	Green Apple (&) (and) Aloe	(Spring Waterfall)
(Clean)	Lemon (Breeze)	(Summer)
(Country)	(Lavender) (Fields)	(Summer Fresh)
Cucumber (&) (and) Basil	Mango (&) (and) Hibiscus	Tropical (Escape) (Breeze)
Driftwood Waters	(Mint)	(Wood)
(Eucalyptus)	(Musk)	(Woodland) (Fresh) Pine
(Fields)	(Ocean)	
(Forest) (Rain)	(Pacific Fresh)	

(Mandarin) (&) (Ginger) (Lily) (Jasmine) (White) (Lotus) (Green) (Tea) (Ginseng) (Pear) (Peony) (Blossom) (Tea)

(Aroma) (Fragrance) (Scent)

<< CROSS-PROMOTIONAL CLAIMS >>

Consumer: Only one coupon is redeemable per purchase and only on specified products and sizes. You pay any sales tax. May not be reproduced, purchased, traded or sold. Any other use constitutes fraud.

Expires xx/xx/xxxx

Free Lysol® (click gel) ({insert Lysol® brand name})

Keep(s) (it) (toilets) clean (and fresh) longer with (FREE)(LYSOL® click gel)({insert Lysol® brand name})

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

Like ({insert Lysol brand name}) (this product) (cleaner)? Try (our) ({insert Lysol brand name}) ({insert picture of Lysol product})

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

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 Lysol brand name}) (XX ct or higher))

Try (me) (Lysol® click gel) ({insert Lysol® brand name}) free

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

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

Try (our) Lysol® family of cleaning products ({insert picture of Lysol product})

<< PACKAGING CLAIMS >>

(x% discount) (x% more (free)) (x% more product)

(x PACK) (2 PACK) (4 PACK) (6 PACK) (___ x ___ fl. oz.)

(X) fl. oz. (Value) (Size) (vs.) (when compared to) (X) (fl. oz.) ({insert Lysol® brand name}) ∞

(x uses per pack) (x uses per bottle) (Contains up to x uses)

Angle neck bottle (For easy under-the-rim cleaning)

Better squirting than before

Best value bottle

(Bonus) (VALUE) (+) (X%) (More) (Value) (Free) ((vs.) (when compared to) X FL. OZ. ({Insert Lysol Brand Name})

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

(Buy me again) (Contains up to x uses) (Removable cap) (Repurchase time) (Shopping time) (Time to replace)

Convenient cap

(Easy) (Easier) to (open) (squeeze) cap

Easy to close

Easy to use (bottle)

(Great Value) (Limited Time Value Pack) (Mega Value) (Great) (Bonus) (Mega) (Economy) (Value) (Trial) (Pack) (Size)

Leak-proof cap

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

More value for same price

Non-drip (Less drip)

Non-removable cap

Quicker to open

Specially designed angle neck – gets all the way under the rim

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

(Unique) Angle neck bottle (for hard to reach areas) (reaches under the rim)

<< BACK TO SCHOOL >>

\$(X) for your school with Box Top(s)

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

(X) Box Tops on (back) (side) of pack

(X) eBoxTops™ No Purchase Necessary see (side) (back) for details

(x) prizes to win!

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))

Earn xX Box Top\$(s) for Education

Enter this code online at (enter URL here) with code (x) and see if you've won

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

See How At BTFE.COM

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

Worth (X) eBoxTops™

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 The term "X" is a placeholder that represents a number between 1 and 99.
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You could win the (X) (golden) Box Tops

<< USAGE CLAIMS >>

A toilet bowl disinfectant and sanitizer for use in {insert site – see Appendix 2}
 An effective (disinfectant) (&) (sanitizer) for use in {insert surface – see Appendix 2}
 (Apply) (use) weekly to keep your toilet sparkling clean
 Can be used in white and colored bowls
 For better results, use at least (once) (twice) (a week) (a day) (daily)
 (For) (Daily) (Everyday) (Use) (Usage) (Touch-up(s)) (Cleaning) (All) (Around) (in) (on) {insert use site / surface – see Appendix 2}
 For use as a toilet bowl (cleaner) (deodorizer) (disinfectant) (&) (sanitizer) found in {insert site – see Appendix 2}
 For use in {insert use site / surface – see Appendix 2}
 Use twice (daily) (weekly) to maintain a clean toilet
 Great for use (in) (on) your {insert use site / surface – see Appendix 2}

<< MARKETING CLAIMS >>

(X)x (Times) (More) (Clinging) (Gel) (Fragrance) (Freshness)∞
 (X)x (Times) (More) (Clings) (Clinging) (Fragrance) (Freshness) (better) (than) (vs.) (chlorine bleach) ∞
 (X)x (the) Cleaning Power (on {insert soils – see Appendix 2}) (∞) (vs.) (compared to) ({Insert Lysol Brand Name})
 2 in 1 (Formula) Cleans, Disinfects (Deodorizes) (Refreshes) (Removes Stains) (Sanitizes)
 3 in 1 (Formula) Cleans, Disinfects, Deodorizes (Refreshes) (Removes Stains) (Sanitizes)
 4 in 1 (Formula) Cleans, Disinfects, Deodorizes, Sanitizes (Refreshes) (Removes Stains)
 (Bactericidal) (Cleans) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Thick) (Clinging) (Thick Formula) (Thick Gel) (Thick Liquid) (Toilet Bowl Cleaner) (Formula) (Completely) (Effectively) (Quickly) (Thoroughly) (Cleans) (Shines) (Refreshes) (Fast / Effective) (Toilet Bowl Disinfectant)
 (Better) (Improved) bowl coverage than before ∞
 Better reach under the rim ∞
 Brand New Day
 (Brighter) (Bright) (Horizon) (Outlook)
 Can be used in white and colored bowls
 (Clean(s) X toilets) (X number of uses) (X uses)
 Cleans & Deodorizes
 Cleans, disinfects and deodorizes (even under the rim)
 Cleans (disinfects) (and) (sanitizes) (the bowl)
 Cleaning (and) (&) long lasting (fragrance) (freshness)
 Cleaning (and) (&) freshening
 Cling (and) (&) (Fresh)
 Cling(ing) Gel
 Clings (X)x (Times) (More) (better) ∞
 Clings around the bowl
 Clings to the bowl (to remove tough stains) ((to stay) where germs** are)
 Cling(s) to the (toilet) (bowl) (better than) ({insert Lysol brand name}) (∞)
 Clinging Gel For (Max) (Maximum) (Toilet) (Bowl) Coverage
 Cling Gel (technology) (for) (max) (full) (toilet) (bowl) (coverage) (vs.) (compared to) ({insert Lysol brand name}) (∞)
 Clings to fight stains (fast)
 Coats, Clings & Cleans
 Coats the bowl above and below the waterline
 Coats the bowl to stay in contact longer
 Coats the entire bowl
 Complete Clean
 Confidence¹ of Lysol®
 Controls (toilet) odors (at their source) ((caused by bacteria)
 (Daily) (Everyday) (Cleaner) (Disinfectant)
 Deodorizes with a fresh, clean scent
 Designed for (more) (better) dispensing
 Designed to clean under the rim
 Designed to (remove) (penetrate) (destroy) (dissolve) (tough) (the toughest) (stubborn) {insert soils – see Appendix 2}
 (Destroys) (Dissolves) (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (stains) (on) (impact) (contact)
 Easy to reach under the rim
 (Easy to use) (Thick) Formula
 Easy under-the-rim cleaning

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 The term “x” is a represents the word “times”.
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Easily (dissolves) (removes) (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (stains)
 (Eliminates) (Controls) (Kills) the bacteria* that cause (bad) (unpleasant) odors (at the source)
 Eliminates odors (caused by bacteria*) (at their source)
 Eliminates (tough) (the) (toughest) (stubborn) ({insert soils – see Appendix 2}) (stains) (in seconds)
 For a bright (shiny) (white) (clean) toilet bowl
 For a (cleaner) (fresher) (home) (house)
 For a Sparkling Toilet Bowl
 For a(n) (absolutely) (thoroughly) clean toilet bowl surface
 For a Powerful Clean
 For (a)(n) Outstanding (Shine) (&) (Clean) (Cleaning Results)
 Fragrance (designed) (inspired) (by) (AirWick) ({insert AirWick logo})
 Helps keep water flow optimal
 Helps reach under the rim
 (Helps) Remove(s) Toilet Rings
 Helps to destroy odors
 (Improved) (Better) (Bowl) (Maximum) (Max) (Clean) (Cleaning action) (Coverage)
 Improved coverage
 Leaves a fresh (clean) scent
 Leaves toilet sparkling clean and disinfected
 Long lasting (fragrance) (freshness)
 (Lysol) (Clean) (Cling) (&) (Fresh) Toilet Bowl Cleaner
 Maximum (bowl) coverage
 Maximum (power cleaner) (power cleaning)
 (Modern) (Fresh) (Fruity) (Floral) (Fragrance) (Smell) (Scent)
 Neutralizes stubborn odors
 No hard scrubbing
 One for each bathroom
 Place 1 in each bathroom
 Pleasant Clean Smell
 (Power¹) (Fresh) Clinging Gel
 Powerful cleaning formula
 Powers through {insert soils – see Appendix 2} (stains)
 Quickly removes {insert soils – see Appendix 2} (stains)
 Releases powerful cleaning agents on contact
 Reduces odor-causing bacteria* (above and below the waterline) (in toilets)
 Removes {insert soils – see Appendix 2} (above) (and) (below) the waterline
 Removes {insert soils – see Appendix 2} faster[∞]
 Removes odors
 Removes offensive odors from toilets
 Removes the toughest stains in seconds
 Rinses away easily
 Scratch (and) (&) ('N) Sniff (Try) (Try Me) (Try Me Out) (Scratch Me) (Scratch Here)
 Thick (clinging) (coating) action
 Thick coverage gel destroys stains
 Thick formula adheres to (the) bowl for better cleaning
 Thick formula coats the entire bowl
 Thick formula powers through stains
 Thick formula works on stains in seconds
 Thick (gel) formula coats (the) bowl
 Thick gel (powers through) (destroys) (eliminates) (removes) (the toughest) (tough) (stubborn) (stains) ({insert soils – see Appendix 2}) (in seconds)
 Thick liquid formula (coats) (sticks to) the bowl for better cleaning
 (This product) has Xx Cleaning Power to remove {insert soils – see Appendix 2}
 Time to buy a new Cling toilet bowl cleaner
 Toilet Bowl Cleaner with Cling Gel
 Toilet odor control
 Triple Action (Formula): Cleans, Disinfects, Deodorizes
 Try all Cling aromas
 (Try Me) (Try Me Out) (Scratch (and) (&) ('N) Sniff) (Scratch Me) (Scratch Here)
 Ultimate clean

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Will not harm white and colored bowls
With ((an) active) fresh scent
Works on the toughest stains in seconds

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

Kills bacteria in minutes***
Kills (99.9% of) bacteria (commonly found in toilets) (in 5 minutes)***
Kills (99.9% of) common bacteria***
Kills (99.9% of) (household) bacteria (in 5 minutes) (above the waterline)***
Kills (99.9% of) (household) bacteria (in 5 minutes): {insert organisms – see Appendix 1}
Leaves your toilet bowl sanitized
Sanitizes (your toilet) (the toilet bowl) (in 5 minutes): {insert organisms – see Appendix 1}
Sanitizes (your) toilet (surfaces) (in 5 minutes)***

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

(2in1) (formula) (Bowl +/& Brush²) (Cleaning) (Disinfection) (+/&) (Sanitization)
(2in1) (Formula) (:) Cleans & Disinfects (the Toilet Bowl)
(2in1) (formula) Eliminates (Bacteria*) (germs**) from (the) Bowl +/& Brush²
(2in1) (Formula) (:) Toilet Bowl Cleaner & Disinfectant
Cleans (and) (disinfects) above and below the waterline
Cleans as it disinfects³
Disinfects above and below the waterline
Disinfects where you can't see (under the rim)
Kills (99.9% of) bacteria and (&) viruses**
Kills (99.9% of) bacteria and (&) viruses** above and below the waterline
Kills (99.9% of) (household) germs**
Kills (99.9% of) (household) germs** above and below the waterline
Kills (99.9% of) (household) germs** present in the toilet
Kills (99.9% of) germs** where you can't see
Kills (99.9% of) viruses and (&) bacteria**
Kills (the) bacteria* that cause bad odors
Kills germs** while it cleans³
Kills in 10 minutes {insert organisms – see Appendix 1}
Kills odor-causing bacteria*
Kills Rotavirus** (which may cause infectious diarrhea) (in 10 minutes)
Kills (the) Salmonella** (bacteria) (which may cause diarrhea) (in 10 minutes)
Kills the following: {insert organisms – see Appendix 1}
Leaves (the) (your) toilet bowl disinfected, clean and shiny
Proven (to kill) (effective against) {insert organisms – see Appendix 1}
Sticks to the bowl to help eliminate stains and 99.9% of germs**

<< 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. This product is only for use in (toilets) (urinals) (bidets) ({insert use site – See Appendix 2})

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 >>

<< Non-removable Pictogram text >>

To Open Child Resistant Cap:

1. Place fingers on marked cap ridges.
2. Squeeze cap firmly and turn counterclockwise until it stops. **Do not remove cap.**

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3. To reseal, squeeze cap again and turn clockwise.
DO NOT squeeze bottle when opening.



(To Clean / Disinfect (/ Sanitize) (the) Toilet (Bowl(s)) (and Toilet Brush(es)):

Flush (toilet before cleaning.) Apply 4 (fl.) oz. to coat the bowl including under the rim. **Do not close lid.**

To Clean: Scrub entire bowl and under rim thoroughly.

(To Sanitize: Leave visibly wet for 5 minutes.)

To Disinfect: Leave visibly wet for 10 minutes.

(For (Disinfecting) (& (Sanitizing) (the) Brush: Dip the brush.

(To Sanitize (the Brush): Leave visibly wet for 5 minutes.)

To Disinfect (the Brush): Leave visibly wet for 10 minutes.)

Flush (and) (Rinse brush in fresh water after use.) (Repeat if needed.)

<< OPTIONAL USE DIRECTIONS >>

(To Clean / Disinfect (/ Sanitize) (Toilet) (Bowl) (and Toilet Brush):

Flush (toilet before cleaning.) Apply 4 (fl.) oz. to coat the bowl including under the rim. **Do not close lid.**

To Clean: Scrub entire bowl and under rim thoroughly.

(To Sanitize: Leave visibly wet for 5 minutes.)

To Disinfect: Leave visibly wet for 10 minutes. Then flush

(For (Disinfecting) (& (Sanitizing) (the) Brush: Pour 4 (fl.) oz in the bottom of the bowl and dip the brush.

(To Sanitize (the Brush): Leave visibly wet for 5 minutes.)

To Disinfect (the Brush): Leave visibly wet for 10 minutes.)

Flush (and) (Rinse brush in fresh water after use.) (Repeat if needed.)

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

Do not (swallow) (ingest)

<< PRECAUTIONARY / FIRST AID / CHEMICAL HAZARD / STORAGE & DISPOSAL INSTRUCTIONS >>

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

DANGER: CORROSIVE. Causes skin burns and substantial but temporary eye damage. Do not get in eyes, on skin or on clothing.

Prolonged or frequently repeated skin contact may cause allergic reactions in some individuals. Wear protective eyewear (safety glasses) (goggles), gloves and 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.

<< NOTE: First Aid statement may not appear in either box format or paragraph format >>

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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. Rinse skin immediately with plenty of water for 15-20 minutes. • Call a poison control center or doctor for treatment advice.
CONTACT NUMBER	
<p>Questions? Comments or In case of an emergency call toll free (1-800-228-4722) (1-xxx-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center or doctor or going for treatment.</p>	

PHYSICAL AND CHEMICAL HAZARD: Never use with chlorine bleach or any other chemical product.

<< STORAGE & DISPOSAL – Residential containers >>

STORAGE AND DISPOSAL: Securely close and store in a cool dry area inaccessible to children. Non-refillable container. Do not reuse or refill empty container. Discard in trash or offer for recycle, if available.

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

(NOTE: Residue removal statement is not applicable for this container because it has a CRC plug making it inherently non-refillable.)

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage and disposal. Securely close and 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.

STORAGE AND DISPOSAL:

Do not contaminate water, food, or feed by storage and disposal.

STORAGE: Store in original container in a cool, well-ventilated area, inaccessible to children. Keep securely closed.

PESTICIDE DISPOSAL: 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.

CONTAINER DISPOSAL: Non-refillable container. Do not reuse or refill this container. (To avoid waste, use all material in this container according to label directions.) If empty: Place in trash or offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

<< OPTIONAL IMAGES >>



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(Deodorizes) (To) Save your nose

<< Optional Icons for App >>



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<< BOXTOPS IMAGES >>



<< Singles >>

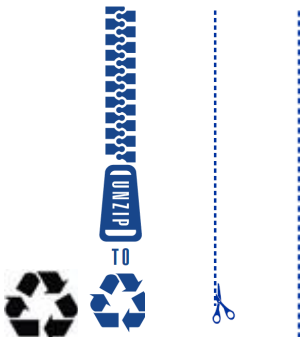


<< Multipack Boxtop Logos >>

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



<< RECYCLE IMAGES >>



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<< 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)

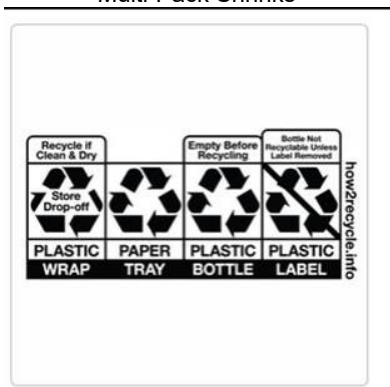


Pull tab (and) (remove) (label) (to)
(Remove) (label) (and) (discard) (before recycling)
Un)zip (it) to remove the label (so) (it) (can) (be) (discarded). The (rest) (remainder) (of the) (trigger) (and) (bottle) is (fully) recyclable
Label is currently not recyclable
Unzip it
Help us improve recycling 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 >

<< Multi-Pack Shrinks >>



<< Sleeve Label >>



<< Box Label >>



<< APPENDIX 1 >>

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

- (∞) (vs.) (when compared to) (X FL. OZ.) ({Insert Lysol Brand Name}) (on {insert soils– see appendix 2} (and))
- 1 for cleaning (when used as directed)
- 2 For brushes made out of hard non-porous materials
- 3 When used as directed for disinfection

<< SUPPORTING SANITIZING CLAIM QUALIFIER >>

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

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

* Kills (99.9%) of Salmonella enterica and Staphylococcus aureus (on hard, non-porous surfaces) in 10 minutes

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- ** Kills (99.9%) Salmonella enterica Staphylococcus aureus Rotavirus WA Influenza A Virus (H1N1) (on hard, non-porous surfaces) (in 10 minutes).
- † Kills Rotavirus WA and Influenza A Virus (H1N1)) (on hard, non-porous surfaces) (in 10 minutes)

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

<< Disinfection – Hard, non-porous surfaces >>			
Bacteria (10 minutes)	(ATCC No.)	Viruses (10 minutes)	(ATCC No.) (CDC #)
Staphylococcus aureus	(6538)	Influenza A Virus (H1N1) (Strain A/Mexico/41 08/2009)	(CDC #) (2009712192)
		Rotavirus WA	(ATCC No.) (VR-2018)
Bacteria (5 minutes)	(ATCC No.)		
Salmonella enterica	(10708)		
<< Sanitization – Hard, non-porous, non-food contact surfaces >>			
Bacteria (5 minutes)	(ATCC No.)		
Enterobacter aerogenes	(13048)		
Staphylococcus aureus	(6538)		

<< APPENDIX 2 >>

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

Hard, non-porous use sites: (Graphic – depicting site)

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

Hard, non-porous surfaces: (Graphic – depicting site)

Bidets	Toilets	Vitreous china
Glazed Porcelain	Urinals	

Stains / Soils:

Build-up	Lime (deposits)	Rust
Deposits	Lime scale (deposits) (build-up)	Stains
Hard Water (Deposits) (Build-up) (stains)	Mineral (deposits) (build-up) (Organic) Soil	Toilet Rings

<< APPENDIX 3 >>

<< EMERGING VIRAL PATHOGENS >>

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 category:
- 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	Rotavirus WA

[Product name] has demonstrated effectiveness against viruses similar to [name of emerging virus] in in toilets, (bidets) (and) (urinals). Therefore, **[product name]** can be used against **[name of emerging virus]** when used in accordance with the

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directions for use against **[name of supporting virus(es)]** in toilets, (bidets) (and) (urinals). 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 **[name of supporting virus(es)]** in toilets, (bidets) (and) (urinals). Refer to the **[CDC or OIE]** website at **[website address]** for additional information.

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