



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

February 8, 2023

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Abbi Turner
Senior Regulatory Associate
Reckitt Benckiser LLC. d/b/a Reckitt
Morris Corporate Center IV
399 Interpace Parkway
Parsippany, NJ 07054-0225
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Subject: Notification per PRN 98-10 – Correct Typographical Errors, Add EPA Registration Number, Packaging Claims, Images, and Marketing Claims
Product Name: Maggi
EPA Registration Number: 777-145
Received Date: 11/01/2023
Action Case Number: 00405123

Dear Ms. Turner:

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) 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. 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 have any questions, you may contact Terria Northern via email at northern.terria@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "T. Northern".

Terria Northern
Registration Risk Manager
RMBII, Team 34
Antimicrobials Division

<< FRONT PANEL >>

ACTIVE INGREDIENTS:

| | |
|------------------------------|---------|
| Citric Acid | 54.58 % |
| OTHER INGREDIENTS: | 45.42% |
| TOTAL: | 100.00% |

KEEP OUT OF REACH OF CHILDREN

WARNING: Choking Hazard.

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

NOTIFICATION

777-145

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:

02/08/2023

(NET CONTENTS:) X (CT) (DISSOLVABLE) X OZ. (X LB. X OZ.) X (g) (kg)
 (TABLET(S)) (TAB(S)) (POP-IN)
 (REFILL(S))
 1 (CT) (DISSOLVABLE) 0.29 OZ. (8.33 g)
 (TABLET(S)) (TAB(S)) (POP-IN)
 (REFILL(S))
 (1) (Empty) (Reusable) (Bottle)

<< FRONT / BACK PANEL >>

EPA Reg. No.: 777-145

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) | 83973-IL-1 (Y) (YY) |
| 777-CA-001 (Y) (YY) | 38654-PA-1 (Y) (YY) | 86091-WI-1(Y) (YY) |
| 777-GA-001 (Y) (YY) | 50757-WI-1 (Y) (YY) | 86091-NC-1 (Y) (YY) |
| 777-NJ-2 (Y) (YY) | 54487-GA-1 (Y) (YY) | 87977-MI-1 (Y) (YY) |
| 777-MO-1 (Y) (YY) | 5747-MI-01 (Y) (YY) | 89964-GA-001 (Y) (YY) |
| 777-MO-2 (Y) (YY) | 58996-MO-1 (Y) (YY) | 98364-TX-1 (Y) (YY) |
| 777-PA-1 (Y) (YY) | 61203-MA-001 (Y) (YY) | 075371-IN-001 (Y) (YY) |
| 777-POL-001 (Y) (YY) | 68058-IL-001 (Y) (YY) | 075371-IN-003 (Y) (YY) |
| 8251-WI-5 (Y) (YY) | 69209-MA-001 (Y) (YY) | 082206-NY-003 (Y) (YY) |
| 09019-OH-1 (Y) (YY) | 70424-CAN-001 (Y) (YY) | 100182-FRA-1 (Y) (YY) |
| 09019-OH-2 (Y) (YY) | 71420-CAN-1 (Y) (YY) | XXXXX-YY-XX (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) (1-800-560-6619)(1-XXX-XXX-XXXX)

For more ingredient information visit www.rbnainfo.com

((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) (Reckitt), Parsippany, NJ 07054-XXXX

(Made in {insert country}) © {year} (RB) (Reckitt) (Benckiser) (LLC)

(Contains no (phosphates) (phosphorous))

This (bottle) (container) is made of (X) (25) (100)% post-consumer recycled plastic.



<< FRONT / BACK PANEL – Option text >>

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
 The term "this product" used throughout this document may be replaced with the marketed product brand name.
 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 & virus.
 The term "X" is a placeholder that represents a number between 1 and 99.
 The term "x" is a symbol to represent "times"
 The term "Y" is a place holder for a character A – Z.

[[Use your phone to] go here -and/or- scan [[the] tag -or- [this] code] to learn -or- get -or- see [more] uses "or" information [on how-to-use [This Product]] -or- [how-to] tips -or- [how-to [-use]] videos]



Scan here (to see the difference) (you are making) (with) (the) (Lysol) (Smart) (Dissolve) (system) ({Insert Lysol brand name})

Take me to (Product benefits) (Using the system) (Plastic saving calculator) (Introducing ({insert Lysol brand name}))

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.

<< **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** >>

(Complete) (New) (Improved) (Formula) (Try) (insert Lysol brand name)

(Introducing) (New) ({insert Lysol brand name})

(New) (Trigger) (Bottle) (Now) X% recyclable

~~(New) Lysol (Smart) (Dissolve) (Pop-In refill) system~~

(New) Lysol (Smart) (Dissolve) (Pop-In refill) (system) (starter kit)

New Lysol (Smart) (Dissolve) (Power³) (Bathroom) (Kitchen) (All) (Multi) (Purpose) (Cleaner) (Foamer)

(New) (Formula) (with) (plant-based) (active ingredient) (citric acid)⁵

(New) (long-life⁴) (refillable) (reusable) bottle (made with) (x%) (post-consumer) (recycled) (plastic)

(New) (fully) (dissolvable) (water-free) pop-in refill(s)

(New Scent) (New Fragrance) (New (Improved) Look) (New (&) (and) Improved)

New (and improved)

<< **FRAGRANCE CLAIMS** >>

Atlantic Fresh

Coconut Water(s) (&) (and) Sea

Mineral(s)

Fresh

Lemon Breeze

Mandarin (&) (and) Ginger Lily

Mango (&) (and) Hibiscus

Ocean Fresh

Tangerine (&) (and) Pear

(Fragrance) (Scent)

<< **PACKAGING CLAIMS** >>

(X) (x) (dissolvable) (pop-in) refill(s)

(X fl oz. (at)(for the) X fl oz. Price) (X fl oz. (at the)(for the) price of X fl oz.)

X (More) (Dispenses) (Free) (per bottle)

X (More) (Uses) (Sprays) (per bottle) (X) (Refill)=(X Dispenses) (X Dispensers)

(X) (%) (grams) (less¹) (packaging) (plastic) (waste)

(X%) (+) (More than) (With Over) (Over) (more) (bonus) (value) (pack) (trigger) (vs.) (compared to) (XX) (10) (22) ((fl oz)) (size) {insert Lysol brand name}

X (x) (times) (fully) (dissolvable) (water-free) (pop-in) refill(s)

X (uses)

(Advanced) (Turbo) (Trigger) (for) (Cleans) (with) (Xx) (More) (Cleaning Power) (Force) (with Every Spray)

(Advanced) (Turbo) (Trigger) (for) (with) (Wider) (Better) Coverage (for Quicker Cleaning)

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(Bonus) (Bonus X%) (Bonus X oz.) (X% Discount) (X% More Free) (X Pack) (X-Pack) (Buy X Get X Free) (X x X fl. oz.) (X fl oz. Free)
Buy (the) (Lysol) (Smart) (Dissolve) ({insert Lysol brand name}) (refills) (starter kit)
(Contain(s)) (With) XXX spray(s) (Included)
(Decorative) (Dispenser) (Bottle) (Matches) (Décor)
(Easily) (controlled) (controllable) dosage (dose) (doses)
(Easy) (Convenient) to (squeeze) (use) (apply) (carry) (store) (grip)
(Economical) (Economy) (Great) (Mega) (Multi) (Super) (Trial) (Value) (Pack) (Refill) (Size)
(Ergonomic) (Ergo) bottle
Follow this step by step guide to get the most out of your (Lysol Smart Dissolve System) ({insert Lysol brand name})
How to set up
Light weight package
(Money back guarantee) (Satisfaction Guaranteed)
(More than) (over) (X # of (sprays)(squirts)(uses) per bottle)
No (drip) (mess)
No (unnecessary) (extra) water shipped
(Now) (Only) (\$X) (SRP) (Suggested Retail Price) (MSRP) (Manufacturer Suggested Retail Price)
(Open here) ((Cut here) to open)
(Pop-in) refill(s) (pack)
Refill (Size) (Pack)
Save (X%) (per fluid ounce) (per fl oz)
Starter Kit
(Super) (Mega) (Great) (Unbeatable) Savings(!)
(Super) (Mega) (Value) (Twin) (Triple) (X) (Pack) (Size)
(Take the Lysol® Challenge) (Try it yourself) (or) (Get your money back)
(Targeted) (complete) (coverage) (spray)
(The) (This) Container contains no metallic parts
(Try Me) (Try Me Out) (Scratch Me) (Scratch Here)
(Turbo) (Trigger) (Now) 100% recyclable
(Unique and) easy to use refill system
(Wide(r)) (broad) (controlled) (complete) (format) (foam) (coverage) (spray)

<< PACKAGING SUSTAINABILITY CLAIMS >>

X% recycled bottle
(X) (x) (times) (reusable) (refillable) (long life⁴) (empty) bottle (+) (plus) (X) (x) (times) (fully) (dissolvable) (water-free) (pop-in)
(refill(s))
Actual bottle is sold as (empty) (without water)
((Because) every (15) (X) minutes the US throws out enough plastic to fill a home)
Better for the environment, (saving) (saves) X% of plastic ⁽¹⁾
(Bottle) can be reused up to X times
Bottle designed to last⁴
(Bottle) (made) (from) (with) X% (post-consumer) recycled plastic (content)
(Bottle) (reusable) (long life⁴) (bottle) is designed (created) to be (re) (used) (X) (x) (times)
(Bottle) (trigger) is sold (Empty) (bottle) (trigger)
Clean surfaces (with) (while) (using) less plastic¹
Cleaning (and) (disinfection) you (want) (expect) in a(n) (innovative) (plastic reducing) (system)
(Congratulations!) (Thank you!) By using the (Lysol Smart Dissolve System) ({insert Lysol brand name}), you are reducing your plastic footprint by XX (%) (oz)!
Did you know that in the US every year over (30) (X) million tons of plastic goes to landfill (staying there for hundreds of years)?
This is the equivalent of the weight of (82) (X) Empire State Buildings!
(Keep bottle) (and) reuse up to (X) (x) (times)
Long life⁴ bottle (with dissolvable pop-in refill)
(Long-life⁴) (refillable) (reusable) bottle (made with) (X%) (post-consumer) (recycled) (plastic)
{insert Lysol Brand name} gives you the same great Cleaning & Disinfection but with X% less plastic ⁽¹⁾
(now) (saves) even more plastic (saved) (vs. (X (fl.) oz.) {insert Lysol brand name}) ⁽¹⁾
(Packaging) (carton) (box) (is) made of (XX%) recycled (paper)(material)
Please recycle (bottle) after use
(Refill) (Reuse) (and) (&) (Recycle)

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Refill(s) X Times

Refillable bottle made (from) (with) (X) (100) % recycled plastic

Refillable (Multi) (All) Purpose Cleaner

Reusable bottle made (from) (with) (X) (100) % recycled plastic

Thank you for embarking on this journey to help create a cleaner world (by using our (new) refill system) (with a (long life⁴) (reusable) bottle and (fully) (dissolvable) pop-in refills)

Saves (X) (75) (90) % of plastic in just three steps ⁽¹⁾

Saves (X) (75) (90) % of plastic (vs. (X oz.) {insert Lysol Brand Name}) ⁽¹⁾

Share your (recycling) score

Use (90) (X) % less⁽¹⁾ plastic with long life⁴ bottle

Revolutionizing cleaning routines (with removal of (90) (X)% of (the) plastic!)

The smart system to clean and disinfect your home while using (75%) (90%) less plastic¹

(This Product) (is a) trigger + refill system that delivers disinfection and cleaning while helping to reduce plastic pollution¹

(Up to) (X) (75) (90) % plastic saved (vs. regular cleaners) (vs. (X oz.) {insert Lysol Brand Name}) ⁽¹⁾

(Uses) (up to) (X) (75) (90) % less plastic (vs. regular cleaners) (vs. (X oz.) {insert Lysol Brand Name}) ⁽¹⁾

Why do we think this is important? ((Because) every (15) (X) minutes the US throws out enough plastic to fill a home)

<< 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 X (x) 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

NO PURCHASE NECESSARY. MANY WILL ENTER AND PLAY, FEW WILL WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. OPEN ONLY TO LEGAL RESIDENTS OF THE FIFTY (50) UNITED STATES and D.C. WHO ARE 18 YEARS AND OLDER AT THE TIME OF ENTRY WHO ARE MEMBERS OF BOXTOPS4EDUCATION.COM AND HAVE DESIGNATED A SCHOOL TO SUPPORT AT TIME OF ENTRY. MEMBERSHIP TO BOXTOPS4EDUCATION.COM IS FREE AND AVAILABLE AT WWW.BOXTOPS4EDUCATION.COM. VOID WHERE PROHIBITED. Instant Win Game starts (X/XX/XX at XX:XX(am)(pm) ET and ends X/XX/X at XX:XX(am)(pm)ET. For Official Rules, alternate method of entry, prize descriptions and odds disclosure, visit ([enter](#) URL here) Sponsor: (General Mills Sales, Inc., One General Mills Blvd, Minneapolis, MN 55440.) (Reckitt Benckiser, Parsippany, NJ 07054-0224)

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™

You could win the (X) (golden) Box Tops

<< CROSS-PROMOTIONAL CLAIMS >>

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

Expires XX/XX/XXXX

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

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

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

Manufacturer's coupon

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

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

<< MARKETING CLAIMS >>

(Advanced) (Clean & Fresh) (Multi-Purpose) (Multi-Surface) (Versatile)
(Bathroom) (Glass & Surface) (Kitchen) (Restroom) (Cleaner) (Cleaning) (Foamer) (Smart) (Smart Dissolve)
(Antibacterial) (Antibacterial Action) (Bactericidal*) (Bactericide*) (Comfort) (Deep Clean) (Cleaner) (Cleaning) (Deodorizer) (Deodorizes) (Disinfectant) (Disinfects) (Germicidal**) (Virucidal†)
(+) X% (more) cleaning (ingredients) (agents) (power) (strength) (in) (per) (use) (every) (drop) (dose) (spray) (vs. {insert Lysol Brand name})⁽¹⁾ (based on) (%) (percentage) (of) (loose) (tough) (baked on) (greasy) (grease) (soil) ({insert soils – see Appendix 2}) (removal)
X (x) (the) dose(s)
X (x) (times) (the) (Cleaning Power) (on) ({insert soil – See Appendix 2}) (Removal) (vs. {insert Lysol Brand name})⁽¹⁾
X (x) (times) (more) cleaning (active(s)) (ingredients) (agents) (power) (strength) (in) (per) (use) (every) (drop) (dose) (spray)⁽¹⁾ (vs. (current) {insert Lysol Brand name} (based on) (%) (percentage) (of) (loose) (tough) (baked on) (greasy) (grease) (soil) ({insert soils – see Appendix 2}) (removal)
X (x) (times) (the) cleaning power on {insert soils – see Appendix 2}⁽¹⁾ (vs. {insert Lysol brand name})
X (x) (times) cleaning (actions) (power)⁽¹⁾ (vs.) {insert Lysol brand name}
X (x) (times) (better) (than) (more) cleaning (vs. {insert Lysol Brand name})⁽¹⁾
X (x) (times) (better) ({insert soils – see Appendix 2}) removal (than) (vs {insert Lysol Brand name})⁽¹⁾
X (x) (times) (Wide(r) Spray) (Faster Coverage) (Power Foam³) (for Advanced Cleaning) (Targeted Cleaning)⁽¹⁾
1 (pop in) (refill) pouch = 1 (spray) bottle
(X)% Faster Clean⁽¹⁾ (vs. {insert Lysol brand name})
(X)% Faster (on) {insert soils – see Appendix 2} (Removal) (vs {insert Lysol brand name})⁽¹⁾
(X)% Longer Lasting (Clean) (Shine) (vs {insert Lysol brand name})⁽¹⁾
A clean you can smell
A convenient way to (clean) (disinfect) (and) (deodorize)
(A(n)) (easy) (simple) (effective) (to use) cleaning system
(A) (Modern) (Quicker) (way) (to) clean
(A) (Trigger(s)) (for) (in) (every) (multiple) room(s)
A Trigger for Every Room, No (Messy) (Heavy) Refill(s)
Advanced Cleaning Formula
Advanced Cleaning (Strength) (Power)
Advanced (Deep) Clean (Cleaning) (Cleaner)
Always (there) (ready) (within arms reach) (ready to clean) (ready for you)(at your fingertips)
(Amazing) (Incredible) (Delightful) (freshness) (fruity) (floral) (fragrance) (smell) (scent)
Antibacterial* cleaning action (on hard, non-porous surfaces) for ({insert use sites / surfaces – See Appendix 2})⁹
Antibacterial* (glass) (and) (surface) ({insert use sites / surfaces – See Appendix 2}) cleaner⁹
Approved to ({insert claims from Disinfection Section})
Better cleaning than a (paper towel and water) (sponge) (rag) (towel)
Better (grease) {insert soils – See Appendix 2} (removal) (fighting power) (than) (ever) (before)
Better than ever on (grease) ({insert soils – see Appendix 2})
Brand New Day
Brilliant (bright) (glistening) (see-through) (beautiful) shine
Clean (when the mess happens) (with less) (up messes with one hand)
(Cleaning) (and) (Disinfecting) at your fingertips
(Cleans) X% More (per) (use) (dose) (drop) (in) (every) (spray)⁽¹⁾ (vs. (current) {insert Lysol Brand name} (based on) (%) (percentage) (of) (loose) (tough) (baked on) (greasy) (grease) (soil) (removal)
Cleans X (countertops) (square feet) (area)
Cleans (X) (x) (times) (x%) faster (vs. (current) {insert Lysol® Brand name})

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(Cleans) (+) (Repels) (Grime) (Stains) ({insert soils – see Appendix 2})
Cleans (&) (and) freshens instantly
Cleans (and) (disinfects**) (hard, non-porous surfaces) ({insert use sites / surfaces – See Appendix 2})
Cleans (and) (shines) (smells) (great)
Cleans (bathroom) (surfaces) ({insert surface – see Appendix 2}) (without leaving a dull residue behind) (fast)
Cleans (disinfects) (and) (removes offensive odors from) {insert use sites – See Appendix 2}
Cleans ({insert soils – see Appendix 2}) (effectively) (kitchen messes) (food spills) (in) ({insert use sites / surfaces – See Appendix 2})
(Cleans) (effortlessly) (eliminates) (removes) (stubborn) (nasty) ({insert soils – see Appendix 2}) stains
Cleans (everyday) (tough) (kitchen) (and) (bathroom) {insert surface / site – see Appendix 2} (messes) (surfaces) (to a streak-free shine)
Cleans just as effectively ⁽¹⁾
Cleans ({insert surfaces / use sites – see Appendix 2}) (sealed grout) (and) (tiles) in seconds
(Cleans) (Removes) (Eliminates) (Destroys) {insert soils – see Appendix 2} (stains)
(Cleans) (shines) (and) (disinfects) bathroom surfaces
Cleans (surfaces) (throughout the) (house) (kitchen) (bathroom) (and other household surfaces)
Cleans (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (stains) (soils) (and) (fast) (without bleaching)
Cleans to a (brilliant) (streak-free) shine
Cleans without leaving a dull residue behind
Clinging foam ⁽³⁾ (destroys) (eliminates) (penetrates) (powers through) (removes) ({insert soils – see Appendix 2})
Combines (streak-free) cleaning with antibacterial action⁹
Compact
Complete Clean
Confidence in cleaning
(Contains) (formulated) (with) (plant-based) (plant-derived) (active ingredient) (citric acid)⁵
Contains (powerful) (effective) (fast acting) (grease cutters) (cleaning agents)
Control where you put your cleaner
Convenient (bathroom) (restroom) (kitchen)(surface) (cleaner)
Convenient (disinfecting) (and) (cleaning)
Convenient ({insert surfaces – Appendix 2}) (kitchen) (and) (bathroom) (surface) cleaner
Convenient (to Store)
(Cuts) (Cleans) (Controls) (and) (Dissolves) (greasy) (bathroom soils) {insert soils – See Appendix 2} (in) (on) {insert surfaces / use sites – See Appendix 2} (fast) (quickly)
(Cuts) (Cleans) (Controls) (and) (Dissolves)) {insert surfaces / use sites – See Appendix 2} {insert soils – See Appendix 2} (fast) (quickly)
Cuts cleaning time
(Cuts) (Destroys) (Eliminates) (Removes) (through) (tough) (the toughest) {insert surfaces / use sites – See Appendix 2} {insert soils – See Appendix 2}
(Daily) (Everyday) (clean) (cleaner) (disinfectant⁹) (spray)
(Degreases) (Degreaser) (and) (deodorizes)
(Designed) (to) clean(s) (everyday) (tough) messes
Designed (to) (stay) (be placed) (sit) (on) (for) (the) (Kitchen) (and) (or) (Bathroom) counter(s)
Destroys everyday (messes and freshens) (stains quickly)
Don't hide your cleaner (anymore)
(Easy) (&) (and) (Convenient) way to clean (and) (disinfect)
Easy to use (All) (Multi) (Purpose) Cleaner
Easy to use (formula) (formulation) (refill)
(Easy to Use) (Ready To Use) (No Mess) (&) (and) No (Heavy) (Messy) Refill(s)
Eliminates {insert soils – See Appendix 2} without streaking
Eliminates odors (caused by) (bacteria) (and) (non-fresh foods))
Express Clean & Fresh
Extra strength foam destroys {insert soils – see Appendix 2}
Fast acting cleaning formula
Fast acting foam³
Fast cleaning action
Foam scrubs the ({insert soils – see Appendix 2}) away
Foam trigger (with) (Powerful foaming action³) (to power out) (insert soils – see Appendix 2)

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The product label must identify the specific bacteria & virus.
The term “X” is a placeholder that represents a number between 1 and 99.
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The term “Y” is a place holder for a character A – Z.

Foams and clings onto (tough) (the toughest) (stubborn) ({insert soils – see Appendix 2})
Find out more
(For) (a) (an) (advanced) (deep) cleaning (formula) (power) (strength) (clean)
For a beautiful streak-free shine, just spray and wipe clean with a (paper towel) (cloth)
For a better (kind of) clean
For a (clean) (cleaner) (fresh) (and) (fresher) (home) (house) (household)
(For) (a) deep (down) clean
For a complete clean, (this product) (is) (an) (will) (has) {insert any listed claim}
(For) (Daily) (Everyday) (Use) (Usage) (Touch-up(s)) (Cleaning)
For everyday (use) (usage) (touch-ups)
For multiple cleaning (tasks)
(Fragrance) (designed) (inspired) (by) (Airwick) ({insert AirWick logo})
Fragrance inspired by nature
(Fully) (dissolvable) (water-free) (pop-in) refill(s)
Get a true clean (with) (this product)
Gives you multiple cleaning actions (removes) (eliminates) (cuts through) ({insert soils – see Appendix 2}) (and) (deodorizes)
Gives you streak-free cleaning (on most kitchen surfaces from appliances to greasy stovetops)
Gives you streak-free shine while it cleans
Glass and surface cleaner with antibacterial formula
Good (for everyday cleaning) (and) (for your toughest household messes)
Good for most indoor cleaning tasks
Helps keep your home cleaner
High power foam³ destroys {insert soils – see Appendix 2} (for tough cleaning)
{insert Lysol® Advanced Brand Name} (Cleans) X% more (per) (use) (dose) (drop) (vs. (current) {insert Lysol® Brand name})⁽¹⁾
Instant freshness
Invigorating freshness
“Just Cleaned” freshness for hours
(Just) (fill) add water (and) (go) (clean)(ing) (at home)
Just (squeeze) (spray) (wipe)
Keep cleaning under control
(Keep) (Leave) (it) (on the counter) (out) (so its ready to go) (so you are always ready to) (clean) (disinfect)
Keeps your home (clean) (and) (fresh) (and) (fragrant)
Keep your (shower) (kitchen) (bathroom) (restroom) clean every day
Leaves (household) (washroom) (restroom) surfaces (clean) (deodorized)
Leaves (a fresh) (long-lasting) (clean) (scent) (no) (dull) (sticky) residue)
Leaves a (pleasant) (fragrance) (shine)
Leaves a sparkling shine
(Leave (it out) (on counter)) (No need to clear your counters)
Leaves no (filmy) (sticky) (dull) residue
Leaves your (bathroom) (restroom) ({insert surfaces / use sites – See Appendix 2}) (floor) smelling clean and fresh
Leaves your (home) (house) (washroom) (restroom) (facility) ({insert surfaces / use sites – See Appendix 2}) smelling clean with a clean
fresh scent
Leaves your (kitchen) (and) (bathroom) ({insert surfaces / use sites – See Appendix 2}) with a fresh, clean scent
Lifts {insert soils – see Appendix 2} on contact
Light Packaging
Lysol® Brand Disinfectant products (help reduce) (aid in the reduction of) cross-contamination of germs** on treated hard, non-porous
surfaces
(Lysol) (Smart) (Dissolve) (Power³) (Bathroom) (Kitchen) (All) (Multi) (Purpose) (Cleaner) (Foamer)
(Lysol) (Smart) (Dissolve) (System) (Tab) (Pop in) (Bathroom) (Kitchen) (All) (Multi) (Purpose) (Cleaner) (Foamer) (Refill)
(Make(s)) (over) X (x) (times) ounce(s) (more¹)
(Makes) (over) X ounce(s) of (cleaning) (power cleaning) (power³) (action)
(Makes) (over) X ounce(s) of (disinfecting) (action)
(Makes) (Up to) X (amount) (of) (fl. oz.) (when) (activated) (diluted) (in dilution)
Makes your (cleaning) job easier (in the) (kitchen) (bathroom) (restroom) (washroom) (household)
Max (Deep) clean
Mom tested, Lysol approved
More cleaning with less effort

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

No (Mess) (Messy) (&) (and) (Heavy) (Refill(s))
No mix (cleaner) (cleaning)
No need to (use) (wear) gloves
No streaking (or filming)
Now X% more foam
Offers you a burst of freshness
One spray, many surfaces ({insert sites / surfaces – See Appendix 2})
(Over X sprays per bottle) (Cleans your bathroom X times)
Power clean
Power foam³
Power foam for power cleaning
Powerful cleaning and freshening
Powerful (Easy) Clean(er)(ing)
Powerful (effective) (multi-purpose) cleaner (degreaser and deodorizer)
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) (cutter)
(Powers) (Cuts) through (tough) (the toughest) (stubborn) {insert soils – see Appendix 2} (stains)
(Powers through) (cuts) (cleans) (tough) (household) (messes) (including (kitchen) (grease) (and) (grime) (stains)
Powers through (tough messes) (even) (your toughest) (cleaning jobs) (messes) (in the kitchen and bathroom)
Prevents (the) build-up of (dirt) {insert soils – see Appendix 2} (where bacteria can thrive)
(Quick) (Fast) (effective) cleaning
(Quicker) (Faster) (Easier) (simpler) (more convenient) than (a) mop and bucket
Quickly (Destroys) (removes) (eliminates) (stubborn) (nasty) stains
Quickly degreases and deodorizes
(Quickly) (Effortlessly) removes (cleans) the following: {insert soils – See Appendix 2}
Refill your bottle (X) (x) (times)
(Refill) Smart Dissolve System
(Removes) (Eliminates) (nasty) (foul) (filthy) (lingering) odors
Removes (Mold) (and) (Mildew) ({insert soils – See Appendix 2}) stains
Removes (tough) (the toughest) (everyday) (stubborn) {insert soils – see Appendix 2} (stains) (in seconds) (the first time)
(Remove) (Removes) tough stains (the first time) (restrooms)
Safe (for use) on (surfaces) ({insert surfaces – See Appendix 2})
Same great cleaning¹
(Same trusted) (uncompromising) cleaning for (everyday) tough messes and stains
Same trusted cleaning & disinfection efficacy¹
Saves time (Saves)(save) X (minutes)(seconds)
Scratch (and) (&) ('N) Sniff (Try) (Try Me) (Try Me Out) (Scratch Me) (Scratch Here)
(See-through) (Sparkling) (Streak-Free) (Shine)
(Simply) Refill (with water) Reload (with) (pop-in) (refill(s)) (tabs) (tablets) Reuse (the bottle)
Sparkling shine
Specially crafted fragrance to brighten your cleaning experience
Specially crafted fragrance that embodies (the) fresh invigorating notes of a country breeze
Specially crafted fragrance (with (hints) (special) (notes) of berries and herbs) (that) (indulges) (reminds) (captures) (you) (with)
(the) (of) (with the essence of freshly picked berries in the orchard) (freshly picked berries at a farm) (captures the fresh
morning air with hints of freshly picked berries) (you of a walk through the orchard). (Get ready for a Fresh Start!)
Specially crafted fruity fragrance that reminds you of a warm tropical breeze.
Start (by opening here)
Starts cleaning on contact
Starts to destroy {insert soils – see Appendix 2} instantly
Streak-free (cleaning) (formula) (shine)
Surface cleaner
Superior fragrance (experience)¹
Superior fragrance (experience) vs. {insert Lysol Brand name} based on consumer (experience) (perception)
Superior cleaning (experience) (performance) (on {insert soils – See Appendix 2})¹
Superior cleaning (experience) (performance) vs. {insert Lysol Brand name} on {insert soils – See Appendix 2}
Sustainable packaging

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

Tackles stains, such as (tough) (grease), (soap scum) (and) (limescale) ({insert soils – See Appendix 2})
Targeted Foaming action³
The smell of (LYSOL®) clean
Thick foam ⁽³⁾ (penetrates) (powers through) ({insert soils – see Appendix 2})
Tough on (greasy) {insert soils – see Appendix 2} (soils) (stains)
True ultimate invigorating (light) (bright) (great) (long lasting) (fresh) (freshness) (fragrance) (scent) (clean)
(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) has (the) (X) (x) (times) Cleaning Power to remove ({insert soils – See Appendix 2}) ⁽¹⁾
(This product) has the cleaning power to remove {insert soils – See Appendix 2}
(This product's) (formula) cleans and shines
(This product) is (also) effective on (tough) (the toughest) (stubborn) (bathroom) (restroom) dirt and grime
This product is designed to be used on everyday messes to kill germs** on: {insert surfaces / sites – see Appendix 2} (Cabinet) (Appliances) (Toilets) (Restroom Fixtures) (Tables) (Sealed Granite) (Sealed Marble) (Plastic) (Telephones) (Sinks) (Doorknobs) (Desks) (&/and) (More)
This product is designed to provide effective cleaning, deodorizing, and disinfection for {insert surfaces / sites – see Appendix 2} (Cabinet) (Appliances) (Toilets) (Restroom Fixtures) (Tables) (Sealed Granite) (Sealed Marble) (Plastic) (Telephones) (Sinks) (Doorknobs) (Desks) (&/and) (More)
(This product has) X (x) times the Cleaning Power to remove {insert soils – see Appendix 2}¹
Thoroughly cleans (surfaces) {insert surfaces – see Appendix 2} throughout the (bathroom) {insert use sites – see Appendix 2} to a streak-free shine
Unbeatable cleaning
(Unbeatable) (Unbelievable) Freshness ⁽¹⁾
(Unbeatable) (Unbelievable) Fragrance ⁽¹⁾
Uncompromising cleaning ⁽¹⁾
Ultra (Deep) (Clean) (Cleaning)
Water free (pop in) (tab) (tablet) (refill)
(Wide) (Broad) (Controlled) (Complete) (Coverage) (Spray)Wide(r) (foam) coverage (for) (better) (improved) (quicker) cleaning (to) (power(s) away) ({insert soils – see Appendix 2})⁽¹⁾
Wipes away everyday grease and grime
(With) (Lysol) dissolvable pop-in refill
X% faster clean¹

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

For Commercial Use
Pro ((For) Commercial Use)
This product (is a disinfectant and) was tested according to the AOAC Germicidal Spray Products test method.
(This product) is a combination cleaner / disinfectant⁹ that provides hospital disinfection on (washroom) (restroom) (and other) hard, non-porous surfaces.
(This product) is germicidal** when used as directed for disinfection but differs in composition from other LYSOL® brand products.
(This product) is a versatile and convenient disinfectant cleaner for most washable hard, non-porous surfaces.
(This product) is a highly versatile and a convenient disinfectant cleaner that you use straight from the bottle.
We invite you to call us if you have any questions or comments on our products.

<< USAGE CLAIMS >>

A disinfecting, effective (non-food contact surface) cleaner for use (in) (on) (the) {insert surfaces / sites – see Appendix 2} (and other household areas)
An effective (cleaner) (disinfectant) (and) on non-food contact surfaces in the {insert use sites – See Appendix 2}
Effectively works on many hard, non-porous surfaces
Fast (Easy) (Effective) Cleaning: Use (in) (on) (the) {insert use sites – See Appendix 2}
For hard, non-porous surface where germs** are a concern
For use (in) (on) {insert use sites – See Appendix 2} (as a multi-purpose disinfectant cleaner⁹)
Formulated for {insert use sites / surface – See Appendix 2} (use)
Great for (kitchens) (bathrooms) (most indoor cleaning tasks) (your toughest household messes)
Great for everyday use (in) (on) (the) {insert surfaces / sites – see Appendix 2}
Great for use (in) (on) your ({insert surfaces / sites – see Appendix 2}) (kitchen) (bathroom) (bedroom) (living room) (electronics) (and) (throughout)

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Great on {insert surface – See Appendix 2}
(Ideal for) (great on) (can be used on) (effectively) (safe to use on) ({insert surfaces / sites – see Appendix 2}) (cleans) (and) (disinfects)
(Finished wood) (sealed granite)
(sealed marble) (and) (stainless steel)
Intended for (hospital) (institutional) use
Perfect for the kitchen (and) (bathroom) (restroom)
Ready to use
(Squirt) (apply) directly onto (surfaces) {insert use site / surface / soils – See Appendix 2}
(Still) great for kitchens (and) (bathrooms) (restrooms)
Use only one product to get a streak-free shine plus antibacterial action
Use this product throughout your home to clean (and) (disinfect) {insert use site / surface / soils – See Appendix 2}
Works on a wide range of (household) (kitchen) (bathroom) surfaces

<< CLEANING CLAIMS – Non-Living Allergens†† >>

Controls common household allergens††
(Even) removes X% of allergens††
(Reduces) (removes) (X% of) (the most) (common) (household) (allergens) (around your home) (around your kitchen)
(around your bathroom) ††
(Reduces) (removes) {insert allergens – See Appendix 2} (at the source)
Removes allergens (on surfaces) with Lysol® {insert allergens – See Appendix 2}
Removes 90% of allergens††
Take control over allergens (in your home) with Lysol® {insert allergen – See Appendix 2}
(This product) removes the following allergens: {insert allergens – See Appendix 2} (from surfaces)

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

A disinfecting (non-food contact surface) cleaner for use in {insert use sites – See Appendix 2}
Cleans and disinfects (kitchens and) (bathrooms) (restrooms)
Combines streak-free cleaning with antibacterial action
(Controls) (kills) (kitchen) odor-causing bacteria
Disinfection for your (kitchen) (and) (bathroom) (home)
(Disinfects) germs** for a deep (down) clean
Disinfects² (and) (deodorizes) (hard, non-porous surfaces)
Eliminates 99.9% of odor-causing bacteria
Eliminates 99.9% of germs**
Helps reduce cross-contamination of bacteria*
Helps reduce the spread of cold and flu viruses†
Helps reduce the spread of germs**
Hospital type disinfection
Kills 99.9% of germs**
Kills 99.9% of viruses and bacteria**
Kills 99.9% of bacteria and viruses, including (the) COVID-19 virus**
Kills: {insert organisms – See Appendix 1}
Kills (99.9% of) Bacteria*
Kills bacteria* (commonly found in the (kitchen) (and) (bathroom))
Kills bacteria* commonly found in kitchens (in 5 minutes)
(Kills) (Destroys) germs**
Kills germs** (for a deep (down) clean)
Kills germs**: {insert organisms – See Appendix 1}
Kills {insert organisms – See Appendix 1} on pre-cleaned environmental hard, non-porous surfaces in 5 minutes.
Kills (household) bacteria* (in 5 minutes) (commonly found in kitchens) (on hard, non-porous surfaces in 5 minutes)
Kills (household) bacteria*
Kills kitchen and bathroom bacteria*
Kills (kitchen) (bathroom) (household) germs**
Kills (top) (X) Cold & Flu viruses†
Kills viruses and bacteria** on hard, non-porous (kitchen) (bathroom) (restroom) (household) surfaces in 5 minutes
Kills viruses†
(Tested) (and) (proven) (effective) (to) kill(s) (the) (COVID-19 virus) (SARS-CoV-2)⁸

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

(tested) (and) (proven) (effective) against (the) (COVID-19 virus) (SARS-CoV-2)⁸
(Tested) (and) (proven) (effective) to help (reduce the spread of) (the) (COVID-19 virus) (SARS-CoV-2)⁸

<< USE DIRECTIONS >>

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

(To (open) the starter kit:) Remove (empty) bottle and refill (pouch) from carton

To Prepare (Cleaning) (Disinfection) (Solution) (this) (product) ({insert Lysol Brand Name}):

1. Remove trigger by (twisting and lifting) (unscrewing(counter-clockwise)).
2. Add hot (tap) water to the fill line (indicated by) (an) (arrow) (↓) (sign) ((on the bottle)
3. Cut foil to open (pop in) (tablet) (refill). (Drop) (Add) (all) (three) (3) tablets into bottle. Avoid touching tablets with bare hands. (Do not close bottle.) (Tablets will take time to dissolve.)
4. When fully dissolved replace trigger. Align to original position and push down until it snaps. (Do not twist.) Shake the bottle.

(To Operate:) Turn (trigger) (nozzle) to desired position.

To Clean: Spray surface. Wipe.

To Disinfect hard non-porous surfaces: Preclean. Spray surface. Leave visibly wet for 5 minutes. Wipe.

⁽⁶⁾ Rinse all food contact surfaces (and toys) with potable water after use

To Refill: Empty and rinse bottle before refilling. Repeat preparation steps.

<< ALTERNATIVE DIRECTIONS >>

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

To (unbox) (open) the starter kit:

1. Tear (off) the carton (along the perforations) (on either side of the bottle) (Remove carton (packaging)).
2. (Pull the front section of the (starter kit) (carton) forward to) (release) (remove) (the) bottle).
3. Find the (pop-in) refill inside (of) the (carton) (kit)

To prepare the (cleaning) (and) (disinfecting) (solution) (for) ({insert Lysol brand name}) (product) (all purpose) (multi-purpose) (bathroom) (cleaner) (just) follow these four steps (and you are / you're ready to go)

1. Remove the trigger (head) by (twisting it off and lifting) (unscrewing (counter-clockwise)), then pull it out of bottle
2. Fill the bottle with hot tap water to the fill line. A (little) (arrow) (↓) (sign) indicates the fill line on the (side) (neck) of the bottle. Cut open refill (wrapper) (pouch) (sachet) (as indicated) (with scissors)
3. Drop in (all) the tablets from the wrapper directly into the bottle. Avoid touching tablets with bare hands. Wait until fully dissolved. Do not close the bottle (until fully dissolved). (The tablets will take time to dissolve) (We recommend you prepare the product ahead of time)
4. (Replace) (Place) the trigger (head) (back) by aligning it to the original position and pushing it down until it snaps into place. Do not twist. Shake the bottle.

To Clean: Spray surface. Wipe.

To Disinfect hard non-porous surfaces: Preclean. Spray surface. Leave visibly wet for 5 minutes. Wipe.

⁽⁶⁾ Rinse all food contact surfaces (and toys) with potable water after use

To Refill: Empty and rinse bottle before refilling. Repeat preparation steps.

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

Do not (swallow) (ingest) (open with teeth)

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

Do not use on (eating / cooking utensils, glasses / dishes or cookware) (unfinished, oiled or waxed wood) (outdoor patio furniture cushions and pillows).
Does not harm most (kitchen) (bathroom) surfaces.
On painted surfaces test a small inconspicuous area first.
Rinse bathtub / shower surfaces with water after using product.
This product is not recommended for use on (natural) (marble) (brass) (acrylic plastic) or (unfinished wood surfaces).
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.

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Harmful if swallowed or absorbed through skin. Do not get in eyes, on skin or 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 appear in either box format or paragraph format >>

| FIRST AID | |
|--|---|
| If in eyes | Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a Poison Control Center or doctor for treatment advice. |
| If on Skin or Clothing | Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a Poison Control Center or doctor for treatment advice. |
| If swallowed | Call a Poison Control Center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a Poison Control Center or doctor. Do not give anything by mouth to an unconscious person |
| CONTACT NUMBER | |
| Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-XXX-XXXX-XXXX). Have the container or label with you when calling a Poison Control Center, or doctor, or going for treatment. | |

<< STORAGE & DISPOSAL – Residential containers >>

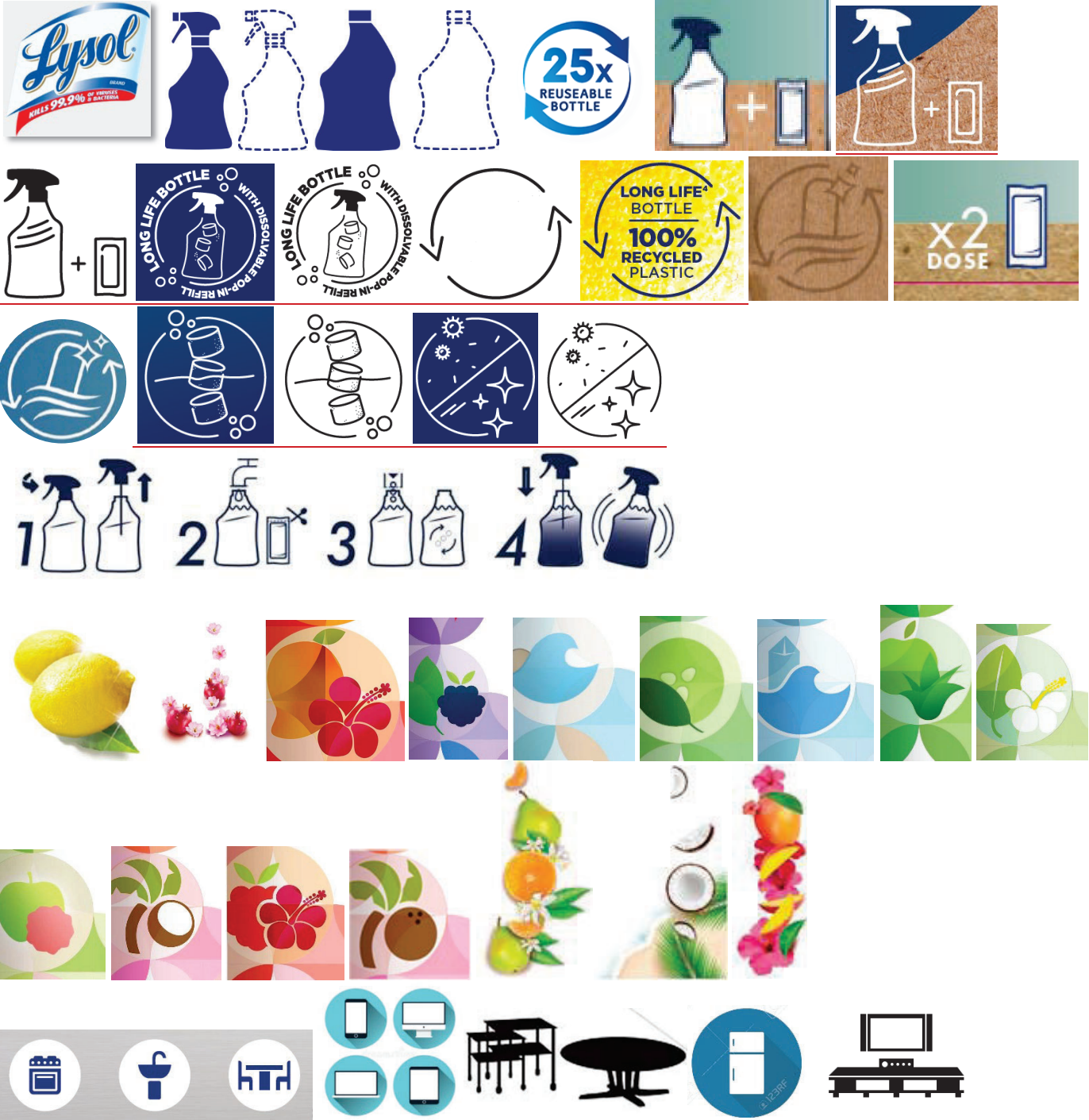
STORAGE AND DISPOSAL: Securely close and store in a cool dry area. Refillable container. Only refill with this product.
Recycle empty container if available or discard in trash.

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

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.

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
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The text "hard, non-porous surface(s)" will be disclosed in the use direction or in the claims.
To use the term "germ" or terms similar the product must be efficacious against 2 of the 3 major classes of organisms and be specified in the ** qualifier.
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 symbol to represent "times"
The term "Y" is a place holder for a character A – Z.

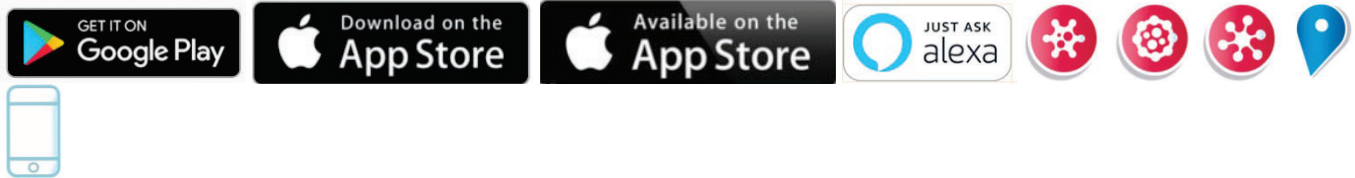
<< OPTIONAL IMAGES >>



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<< Optional Icons for App >>



<< BOXTOPS IMAGES >>



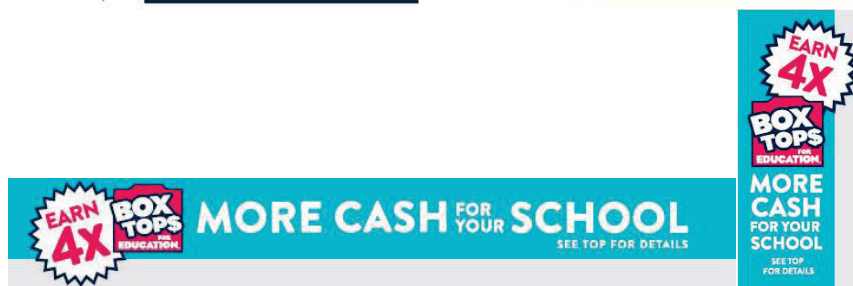
<< Singles >>



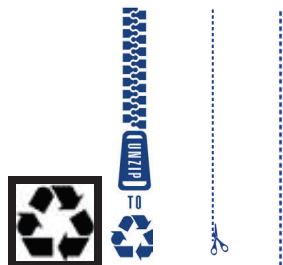
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<< Multipack Boxtop Logos >>

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




<< RECYCLE IMAGES >>



<< 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

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<< 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 >>



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<< INNER FOIL TABLET LANGUAGE >>

<< The table foils qualify for the small container exemption and will be accompanied by packaging that has all required pesticide language >>

ACTIVE INGREDIENTS:

Citric Acid 54.58 %

OTHER INGREDIENTS:

45.42%

TOTAL:

100.00%

KEEP OUT OF REACH OF CHILDREN

WARNING: Choking Hazard.

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

<< **Mandatory Advisory Statements** >>

Do not open with teeth

(NET CONTENTS:) 1 (CT) (DISSOLVABLE) 0.29 OZ. (8.33 g)
(TABLET(S)) (TAB(S)) (POP-IN)
(REFILL(S))
X (CT) (DISSOLVABLE) X OZ. (X LB. X OZ.) X (g) (kg)
(TABLET(S)) (TAB(S)) (POP-IN)
(REFILL(S))

<< **FRONT / BACK PANEL** >>

EPA Reg. No.: 777-145

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) | 83973-IL-1 (Y) (YY) |
| 777-CA-001 (Y) (YY) | 38654-PA-1 (Y) (YY) | 86091-WI-1(Y) (YY) |
| 777-GA-001 (Y) (YY) | 50757-WI-1 (Y) (YY) | 86091-NC-1 (Y) (YY) |
| 777-NJ-2 (Y) (YY) | 54487-GA-1 (Y) (YY) | 87977-MI-1 (Y) (YY) |
| 777-MO-1 (Y) (YY) | 5747-MI-01 (Y) (YY) | 89964-GA-001 (Y) (YY) |
| 777-MO-2 (Y) (YY) | 58996-MO-1 (Y) (YY) | 98364-TX-1 (Y) (YY) |
| 777-PA-1 (Y) (YY) | 61203-MA-001 (Y) (YY) | 075371-IN-001 (Y) (YY) |
| 777-POL-001 (Y) (YY) | 68058-IL-001 (Y) (YY) | 075371-IN-003 (Y) (YY) |
| 8251-WI-5 (Y) (YY) | 69209-MA-001 (Y) (YY) | 082206-NY-003 (Y) (YY) |
| 09019-OH-1 (Y) (YY) | 70424-CAN-001 (Y) (YY) | 100182-FRA-1 (Y) (YY) |
| 09019-OH-2 (Y) (YY) | 71420-CAN-1 (Y) (YY) | XXXXX-YY-XX (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) (1-800-560-6619)(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) (Reckitt), Parsippany, NJ 07054-XXXX
(Made in {insert country}) © {year} (RB) (Reckitt) (Benckiser) (LLC)

(Contains no (phosphates) (phosphorous))



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<<APPENDIX 1>>

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

- 1 (vs.) (X) (fl.) (oz.) (bottle of) ({insert Lysol® brand name}) (on {insert soils – See Appendix 2}) (based on consumer (perception) (experience))
- 2 On hard, non-porous surfaces
- 3 (for) cleaning (when used as directed)
- 4 (bottle) can be used (up to) (X) (x) (times) (refills)
- 5 active ingredient subjected to manufacturing processing
- 7 at room temperature
- 9 when used as directed for disinfection

<< SUPPORTING ALLERGEN REMOVAL CLAIM QUALIFIER >>

†† This product removes the following allergens: (cat dander) (cockroach debris) (cockroach matter) (cockroach particles) (dog dander) (dust mite debris) (dust mite matter) (dust mite particles) (hair) (pet dander) (and) (pet hair) (pollen particles) (from) (timothy grass).

<< CLAIMS QUALIFIER SECTION >>

<< SUPPORTING DISINFECTING CLAIM QUALIFIERS >>

- * Kills 99.9% of (Escherichia coli) (Pseudomonas aeruginosa) (Salmonella enterica) (and) (Staphylococcus aureus) on hard, non-porous surfaces (in 5 minutes)
- ** Kills 99.9% of (Escherichia coli) (Pseudomonas aeruginosa) Salmonella enterica Staphylococcus aureus (and) (Avian Influenza A (H3N2) Reassortant virus) (2009-H1N1 Influenza A virus (Novel H1N1)) (Human adenovirus Type 5) (Human Coronavirus) (Influenza B virus) (Parainfluenza Type 3) (Respiratory syncytial virus (RSV)) (Rhinovirus Type 14) (SARS-Related Coronavirus 2) on hard, non-porous surfaces (in 5 minutes)
- † Kills (Avian Influenza A (H3N2) Reassortant virus) (2009-H1N1 Influenza A virus (Novel H1N1)) (Human adenovirus Type 5) (Human Coronavirus) (Influenza B virus) (Parainfluenza Type 2), (Parainfluenza Type 3) (Respiratory syncytial virus (RSV)) (Rhinovirus Type 14) (SARS-Related Coronavirus 2) on hard, non-porous surfaces (in 5 minutes)
- 8 Kills SARS-CoV-2 on hard, non-porous surfaces (in 5 minutes)

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

| << TRIGGER >> Bacteria & Virus | | | |
|--|------------|------------|-----------|
| << Disinfection – Hard, non-porous surfaces >> | | | |
| Bacteria (5 minutes) | (ATCC No.) | | |
| Escherichia coli | 11229 | | |
| Pseudomonas aeruginosa | 15442 | | |
| Salmonella enterica | 10708 | | |
| Staphylococcus aureus | 6538 | | |
| | | | |
| Viruses (5 minutes) | (Strain) | (ATCC No.) | (CDC No.) |

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| | | | |
|--|---|------------|--|
| Avian Influenza A (H3N2) Reassortant virus | A/Washington/897/80 x A/Mallard/New York/6750/78 | VR-2072 | |
| 2009-H1N1 Influenza A virus (Novel H1N1) | A/Mexico/4108/2009 | 2009712192 | |
| Human Adenovirus Type 5 | | VR-5 | |
| Human Coronavirus | 229E | VR-740 | |
| Influenza B virus | B/HongKong/5/72 | VR-823 | |
| Parainfluenza virus type 2 | Greer | VR-92 | |
| Parainfluenza virus Type 3 | C243 | VR-93 | |
| Respiratory syncytial virus (RSV) | Long | VR-26 | |
| Rhinovirus Type 14 | 1059 | VR-284 | |
| SARS-Related Coronavirus 2 | Isolate USA-WA1/2020 | NR-52281 | |

<<APPENDIX 2>>

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

Soils / Odors: (Graphic – depicting soil)

| | | |
|-------------------------|---------------------------|---------------------|
| (Baked) (Burnt) on food | Grass stains | Outdoor grime |
| Bathtub rings | Greasy Stains | Pen / Ink marks |
| Beverage stains | (Ground in) (dirt) | Pet (odor) (stains) |
| Blood stains | (tough) Grease (Splatter) | Smear (Smudge) |
| Cooking odors | Grime | Smoke odors |
| Cosmetic stains | Handprints | Soap scum |
| Crayon / Pencil marks | (Heel) (Scuff) marks | Stains (Soils) |
| (Dirt) (Dust) | Mildew stains | Tough soils |
| Fingerprints | Mud | Wine (Juice) stains |
| Food (spills) (stains) | Oil | |

Non-living Allergens:

| | | |
|---------------------|---------------------|-----------------|
| Cat dander | Dog dander | Hair |
| Cockroach matter | Dust mite matter | Pet dander |
| Cockroach debris | Dust mite debris | Pet hair |
| Cockroach matter | Dust mite matter | Pollen particle |
| Cockroach particles | Dust mite particles | |

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

| | | |
|---------------------|------------------|--------------------|
| Chrome ~ | Glazed ceramic | Plastic (laminare) |
| Copper | Glazed porcelain | Stainless steel ~ |
| Crystal | Glazed tile | Tin |
| Enamel | Linoleum | Vinyl |
| Fiberglass fixtures | Metal | |
| Glass | Mirror | |

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

| | | |
|---|------------------------------------|---------------------------------------|
| Appliance exterior | Chair [sealed/non-wood] | Glass topped furniture |
| (Baby Blocks) (Blocks) (Baby Toys) ⁶ | Changing table [sealed/non-wood] | Glazed ceramic (tile) |
| (Baby) Changing Table | Computer screen | Glazed porcelain tile |
| (Baby) Crib | Counter(top) | Sealed granite |
| Baby seats | Crib [sealed/non-wood] | Grill (Bar-B-Que) exterior |
| Baby Swings ⁶ | Desks | High Chair (tray) ⁶ |
| Baby (Bath) (Tubs) | Diaper pail [sealed/non-wood] | (Kid's)(Children's) Toys ⁶ |
| (Bathtub) (tub) | Door (knob) (handle) | (Kid's)(Children's) Playroom |
| Bed frame | Exhaust (fan) (hood) | Laminare |
| Booster (chairs) (seats) | Finished wood (surfaces) | Light fixture |
| Cabinet [sealed/non-wood] | Fixture (chrome / stainless steel) | Sealed marble |
| | Garbage (can) (pail) (container) | Metal blinds |

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| | | |
|---|---|-------------------------------|
| Microwave exterior | (Restroom) (Bathroom) (Kitchen) | Telephone |
| Non-medical (chrome / stainless steel) | fixtures | Television screen (TV screen) |
| Outdoor patio furniture [sealed/non-wood] | Sealed (engineered)(parquet) (hardwood) | Tires |
| Oven (door) | Sealed (granite) (marble) | Toilet bowl exterior (Urinal) |
| Painted woodwork | Shelves (drawers) | Tools |
| Patio door | Shower (door) (curtain) | Toys ⁶ |
| Piano keys | Shower (stall) (area) | (Vanity) (Vanities) (top) |
| Picnic table [sealed/non-wood] | Sink (basin) | Washable (walls) (wallpaper) |
| Plastic laundry (basket) (hamper) | Stainless Steel | Water fountain |
| Range hood (stove hood) | Stroller ⁶ | Window (windowsill) |
| Refrigerator / Freezer exterior | (Stove) (stovetop) ⁷ | Windshield |
| | Table (tabletop) [sealed/non-wood] | |

Household Use Sites: (Graphic – depicting use site)

| | | |
|-------------|-------------------|-----------------------|
| Baby's Room | Garage | Mud room |
| Basement | High-touch areas | Nursery |
| Bathroom | Home / House | Outdoor area |
| Bedroom | Household (areas) | Playroom |
| Den / Study | Kitchen | Storage (area) (room) |
| Dining room | Laundry room | Tool shed |
| Family room | Living room | Washroom |

Professional Use Sites:

| | | |
|----------------------|---------------------------------------|-------------------|
| Cafeteria | Hotel / Motel | Physicians Office |
| Day Care Center | Kennel | Restaurant |
| Dental Office | Kitchen | Restroom |
| Doctors Office | (Long) (Short) (term) Care Facilities | School (College) |
| Health Care Facility | Nursing Home | Veterinary Office |
| Hospital | Office Building | |

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<< APPENDIX 3 >>

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 14 |
| Large, non-enveloped virus | Rhinovirus Type 14 |

{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 [name of supporting virus(es)] 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 [name of supporting virus(es)] on [hard, non-porous surfaces]. Refer to the [CDC or OIE] website at [website address] for additional information.

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