



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

**EPA Reg. Number:**

48737-4

**Date of Issuance:**

5/4/23

**NOTICE OF PESTICIDE:**

Registration  
 Reregistration  
 (under FIFRA, as amended)

**Term of Issuance:**

Conditional

**Name of Pesticide Product:**

Luroshield RTU

**Name and Address of Registrant (include ZIP Code):**

Goulston Technologies, Inc.  
 c/o Lewis & Harrison Consultants  
 700 N. Johnson Street  
 Monroe, NC 28110  
 Electronic Transmittal: eharrison@lewisharrison.com

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

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

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

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

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

**Signature of Approving Official:**

Marcel Howard, Product Manager (34)  
 Regulatory Management Branch II  
 Antimicrobials Division (7510M)  
 Office of Pesticide Programs

**Date:**

5/4/23

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

3-(trimethoxysilyl) propyldimethyloctadecyl ammonium chloride GDCI-107403-1627

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

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

- Revise the EPA Registration Number to read, “EPA Reg. No. 48737-4.”

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

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

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

Please also note that the record for this product currently contains the following CSF’s:

- Basic CSF dated 5/4/2023
- Alternate Formulation #1 dated 5/4/2023
- Alternate Formulation #2 dated 5/4/2023

The Agency has also approved the following alternate brand names: Lurol AM-7 RTU, AM-7 RTU, Durashield Plus and M-Hibit Plus.

If you have any questions, please contact Lorena Rivas, via email at [rivas.lorena@epa.gov](mailto:rivas.lorena@epa.gov).

Enclosure: Stamped Label

May 04, 2023

Under the Federal Insecticide, Fungicide and Rodenticide Act as amended, for the pesticide registered under EPA Reg. No. 48737-4

*(Note to Reviewer: Marketing claims may be used on the front panel.)*

# Luroshield RTU

Alternate Brand Names: Lurol AM-7 RTU, AM-7 RTU, Durashield Plus, M-Hibit Plus

{A SILANE QUATERNARY AMMONIUM SALT}  
{Microbiostatic Agent}

**ACTIVE INGREDIENT:** 3-(trimethoxysilyl) propyldimethyloctadecyl ammonium chloride.....5.12%  
**OTHER INGREDIENTS:** .....94.88%  
**TOTAL:** .....100.00%  
Contains less than 1% methanol

## KEEP OUT OF REACH OF CHILDREN WARNING

(Note to Reviewer: These referral statements may be organized in any order to be grammatically correct.)

[[See] {side}{back} {panel} {for} first aid and precautionary statements.]

{{Consult} {See} {additional} {sheet} {insert} {inside} {outer container} {Product information} {Bulletin} {for} {other} {directions for use} {and} {information} {claims} {organisms} {applications}.}

{Manufactured {By:} {For:}}  
**Goulston Technologies, Inc.**  
**P.O. Box 5025**  
**Monroe, NC 28110**

EPA Reg. No. 48737-4  
EPA Est. No.

Net Contents: (1 quart, 1 gallon, 5 gallon, 55 gallon, 275 gallon)

## PRECAUTIONARY STATEMENTS

### HAZARDS TO HUMANS AND DOMESTIC ANIMALS

**WARNING.** Causes substantial but temporary eye injury. Do not get in eyes or on clothing. Wear protective eyewear ({goggles}, {face shield}, {or} {safety glasses}). Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove contaminated clothing and wash before reuse.

### FIRST AID

#### If in Eyes:

- Hold eye open and rinse slowly and gently with water for 10-20 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.

In case of emergency, call a poison control center or doctor immediately for treatment advice. Have the product container or label with you when calling the poison control center or doctor or going for treatment.

For general information on product use, etc., call the National Pesticides Information Center (NPIC) at 1-800-858-7378, Monday – Friday, 8:00 am – 12:00 pm Pacific Time; email: [npic@ace.orst.edu](mailto:npic@ace.orst.edu); or website: <http://npic.orst.edu/>. You may also contact the Poison Control Center at 1-800-222-1222 for emergency medical treatment information.

**{Note to Reviewer:** Residential Containers ONLY- The Environmental Hazard statement is not required for indoor residential/home uses that are listed on the label.}

### ENVIRONMENTAL HAZARDS

{If container is equal to or greater than 5 gal., the following statement must appear on the label.}

This pesticide is toxic to fish. Do not discharge effluent containing this product into lakes, streams, ponds, estuaries, oceans, or other waters unless in accordance with the requirements of a National Pollutant Discharge Elimination System (NPDES) permit and the permitting authority has been notified in writing prior to discharge. Do not discharge effluent containing this product to sewer systems without previously notifying the local sewage treatment plant authority. For guidance, contact your State Water Board or Regional Office of the EPA.

De-activation may be required during clean up if a spill occurs. De-activation of this product can be achieved by the addition of anionic surfactant (such as soap, sulfonates, sulfates) in quantity equivalent to that of this product.

{If container is less than 5 gal., use the following as an alternate to the above statement.}

This pesticide is toxic to fish. Do not apply directly to water. Do not contaminate water by cleaning or equipment or disposal of pesticide.

## DIRECTIONS FOR USE

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

### Laundry Applications

**(Note to Reviewer:** For Residential Use)

**For Laundry Application** (For rinse cycle only); [{"Items must go through wash cycle prior to the application of this product.} {If dirty, wash items prior to the antibacterial treatment.}] Pour 4 fl. oz. of this product into the fabric softener dispenser or final rinse water of the washing cycle.

**(Note to Reviewer:** For Commercial Use.)

**For Laundry Application** {For rinse cycle only): [{"Items must go through wash cycle prior to the application of this product.} {If dirty, wash items prior to the antibacterial treatment.}] Pour [{"4 fl. oz.} {or} {2 capfuls filled to the line}] of this product into the fabric softener dispenser or final rinse water of the washing cycle.

A typical mid-sized washing machine is capable of handling 9 lbs. of laundry. As the usage guideline chart below indicates, a 4 fl. oz. application of this product will deliver long lasting antibacterial protection to a full load of laundry. For higher capacity washers or commercial application of this product, refer to the usage guidelines chart below.

Laundry (lbs)	{Luroshield RTU (fl. oz.)}
10	4
25	12
50	24
100	46
150	68
200	92

Items can be dried at room temperature or at temperatures to a maximum of 320°F (160°C), for example, in a clothes dryer. Remove excess liquid before attempting to dry in a clothes dryer. If necessary, reapply this product every three months or when odor, staining and discoloration due to bacteria, mold stains, and mildew stains return.

### {{Residential}, {Commercial}, {Institutional}, {Industrial Applications}}

Wear protective eyewear (goggles or face shield) and gloves when using this product. Allow treated areas and articles, such as clothing, to dry before use. Remove children and pets from treated area until completely dry. Clean surfaces prior to application.

This product may not be used on food contact surfaces or products which are intended to be used on food contact surfaces.

**{Note to Reviewer:** Appropriate dilution rates may be substituted as long as they are equivalent dilution rates.}

## APPLICATION INSTRUCTIONS

### Preparation Dilution Table:

<b>Amount of Water</b>	1 Quart {32 fl. oz.}	0.5 Gallon {64 fl. oz.}	1 Gallon {128 fl. oz.}	5 Gallon {640 fl. oz.}
<b>Amount of Luroshield RTU</b>	0.8 – 8 fl. oz.	1.6 – 16 fl. oz.	3.2 – 32 fl. oz.	16 – 160 fl. oz.

This solution can then be applied to both organic and inorganic substrates by {{spraying}, {dipping}, {padding}, {brushing}, {or} {soaking}}.

{Dry substrate at temperatures from ambient to a maximum of 160°C (320°F) to effect complete condensation of silanol groups and to remove water, solvents, and/or traces of methanol from hydrolysis. For each application, determine optimum application and drying conditions, such as time and temperature, before use.} If necessary, reapply this product every three months or when odor, staining, and discoloration due to bacteria, mold stains, and mildew stains return.

**To Spray:** Dilute this product in water according to the dilution table; mix well. Clean surface prior to application. Using a trigger pump sprayer or pressure sprayer, spray the entire surface area 4" - 6" from the surface, making sure the surface is completely covered. Let stand until dry or let stand 3 minutes and wipe dry with cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. Test staining and colorfastness of fabric by treating and drying a small, concealed area prior to application. If necessary, reapply this product every three months or when odor, staining, and discoloration due to bacteria, mold stains, and milder stains return.

**To Dip/Soak:** Dilute this product in water; mix well. Use appropriately sized wash basin or tub for dipping/soaking the item you are treating. Use enough of this product to completely submerge item. Keep item in solution for 3 minutes. Remove item and wring excess liquid from treated item. {For larger items {e.g. bedspreads, curtains, draperies}, place in washing machine on spin cycle to aid in the removal of excess liquid.} Test staining and color-fastness of fabric and carpets by treating and drying a small concealed area prior to application. Do not reuse solution after dipping/soaking. Dry treated articles before use. Substrates can be hang-dried at room temperature or at temperatures to a maximum of 160°C {320°F}; {for example, in a clothes dryer}. If necessary, reapply this product every three months or when odor, staining and discoloration due to bacteria, mold stains, and mildew stains return.

**For Dipping/Soaking Application:** Use appropriately sized wash basin or tub for dipping/soaking the item you are treating. Use enough of this product to completely submerge item. Dilute 8 fl. ounces of this product per gallon of water {2 fl. oz. per quart; 1 fl. oz. per pint}; mix well. Completely submerge item in solution for 3 minutes. Remove item and dry. Test for staining and color-fastness of fabrics by treating and drying a small, concealed area prior to application. Do not reuse solution after dipping/soaking.

The substrate can be dried at room temperature or at temperatures to a maximum of 320°F (160°C), for example in a clothes dryer. Remove excess liquid before attempting to dry in a clothes dryer. If necessary, reapply this product every three months or when odor, staining and discoloration due to bacteria, mold stains, and mildew stains return.

**For mop and bucket application:** Dilute this product in a bucket according to dilution table and mix well. Mop area thoroughly.

**For use on filters:** Dilute this product in water according to dilution table; mix well. When treating filters, remove filter from the unit. Using a trigger pump sprayer or pressure sprayer, spray the entire surface area 4"-6" from the surface, making sure the surface is completely covered. Apply and then let stand until dry. If necessary, reapply this product every three months or when odor, staining and discoloration due to bacteria, mold stains, mildew stains, and algae stains return.

**For use in paints and coatings:** This product when used as an additive for paints and coatings is added directly during preparation of the paint or coating. Use 5 pounds of this product per 100 pounds of paint or coating {or 1 pound of this product per 20 pounds paint/coating}. The addition of the antibacterial agent {add product name} to paints at the point of manufacture preserves the paint in the can as well as the dried paint film. This product inhibits the growth of odor causing bacteria, bacteria which causes staining and discoloration, fungi {mold and mildew}, and algae on the surface of dried films and coatings.

**For use on carpets:** Dilute this product in water according to dilution table; mix well. Apply to clean carpet surface. Using a trigger pump sprayer or pressure sprayer, spray the entire surface area 4"-6" from the surface, making sure the surface is completely covered. For rotary jet extraction cleaners and carpet steamers, add the diluted product directly to the cleaning tank, then operate the equipment in accordance with manufacturer's instructions. Apply and then let stand until dry. Test staining and colorfastness of carpets by treating and drying a small concealed area prior to application. This product treats approximately 200 square feet per diluted gallon of water. When treating coarser substrates {e.g., wool carpeting}, more of this product may be required due to absorption. Dry carpet areas and surfaces before re-entry. A fan may be used to assist in drying carpeting. Remove children and pets from treated area until completely dried. If necessary, reapply this product every three months or when odor, staining and discoloration due to bacteria, mold stains, and mildew stains return.

**For Carpet Pump Spray Application:** Dilute 8 ounces of this product per gallon of water {2 fl. oz. per quart; 1 fl. oz. per pint). Using pump sprayer, spray entire area 4"-6" from the surface making sure the surface is completely covered. Apply and then let stand until dry or let stand 3 minutes and wipe dry with cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. Test for staining and colorfastness of fabrics and carpets by treating and drying a small, concealed area prior to application. This product treats approximately 200 square feet per diluted gallon of water. When treating coarser substrates, more of this product may be required due to absorption. A fan may be used to assist in drying carpet.

**For Carpet Commercial Spray Application:** For commercial application equipment {i.e. carpet/upholstery steamers, rotary jet extraction cleaners, and pressure sprayers) dilute 8 fl. ounces of this product per gallon of water {2 fl. oz. per quart; 1 fl. oz. per pint); mix well. Apply and then let stand until dry or let stand 3 minutes and wipe dry with cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. Test for staining and colorfastness of fabrics and carpets by treating and drying a small, concealed area prior to application. This product treats approximately 200 square feet per diluted gallon of water. When treating coarser substrates, more of this product may be required due to absorption. Dry carpet areas and surfaces before re-entry and dry articles before use. A fan may be used to assist in drying carpet.

**For Padding:** Fabric should be previously scoured and/or dyed and neutralized. Alkalinity may prohibit this product from attaching to fabric. pH of fabric should be less than 5.5 to aid pick up. Determine an accurate wet pick up. It is preferable that fabric be padded wet on dry. However, if wet on wet finishing is necessary, it is imperative that an accurate exchange rate be calculated to affect enough product to fabric.

Make up solution of this product in head tank or side tank near {The amount of this product will be 4-5% on the weight of the goods). Calculate amount needed adjusting for wet pick up of fabric being padded. If vacuuming is used, make adjustment for this also. Drop solution to pad and run fabric through pad.

Dry substrates at temperatures from ambient to a maximum of 320°F (160°C) to effect complete condensation of silanol groups and to remove water, solvents and/or traces of methanol from hydrolysis. Optimum application and drying conditions, such as time and temperature, should be determined for each application before use. If necessary, reapply this product every three months or when odor, staining and discoloration due to bacteria, mold stains, and mildew stains return.

**For use as a concrete additive:** Add this product directly concrete preparation. Use 6 fluid ounces of this product per cubic feet of concrete. Add to water before addition of concrete. Addition of this product reduces deterioration of sewer pipes and manholes by inhibiting microbiologically induced corrosion.

**(Note to Reviewer: Marketing text is considered optional. Commas and the words “and” “or” can be added to phrases to make text grammatically correct.)**

### **{MARKETING CLAIMS:}**

\*A microbiostatic agent is an agent that inhibits the growth of odor causing bacteria, bacteria {{and}} {fungi (mold and mildew)} which cause staining and discoloration, and algae.

This product does not protect users or others against food-borne or disease-causing bacteria.

- Bacteriostatic
- Chlorine free, no bleach
- Deodorizes (Deodorizer)
- Does not contain bleach
- Unscented (*Note to reviewer: Used with no fragrance formula*)
- Odor free
- {3 Month} Protection for indoor and outdoor use
- Mold free for up to 3 months
- Reapply this product every 3 months to replenish barrier from mold and mildew which cause staining and discoloration

For use as a [{protective coating} {protective barrier}] [{in} {or} {on}]: *{insert from location or surface list below}*

This product can be used [{on} {or} {in}] *{insert material from list below}* as [{protective coating} {preservative} {protective barrier} {laundry additive}]:

This product can be used as a [{final bacteriostatic finish} {laundry additive}] [{on} {or} {in}] the following items to impart bacteriostatic/fungistatic (mold and mildew) activity. *{insert from surface or material list below}*



#### Locations:

- {Approved} Commercial, Industrial, Homeowner, Institutional, Institutions {applications} {uses}
- Homes, Hotels, Offices, Public Facilities, {Public} Restrooms, Bathrooms, Kitchens, Schools, Day-Care Centers, Colleges, Universities, Dormitories, Banks, Churches, Bars, Convenience Stores, Barber Shops, Salons, Correctional Facilities, Playgrounds, Laundries, Laundromats, Hospitals, Medical related Facilities, Medical Offices, Clinics, Dental Offices, Health Care Facilities, Nursing Homes, Athletic Facilities, Locker Rooms
- Automobiles, Airports, Airplanes, Transportation Terminals, Ambulances, Boats, Buses, Campers, Cars, Emergency Vehicles, Ships, Taxis, Trains, Trucks
- Animal facilities, animal laboratories, farms, kennels, pet shops, zoos, farm premises, barns, pens, stalls, and other facilities occupied or traversed by animals; swine premises, farrowing barns and areas, nursery, blocks, creep areas

#### Surfaces:

- Air Filters for furnaces, air-conditioners, air purification devices, recirculating air handling systems;
- {Bathroom} {restroom} fixtures, Tubs, glazed tile, vanity tops, [shower {stalls}{areas}], sinks, washable walls, shower curtains, wallpaper for non-food contact, floors, windowsills, cabinets, garbage cans, appliances, refrigerators (exterior), Formica<sup>®</sup>, glazed tiles, glazed porcelain, synthetic marble, plastic, vinyl
- Buffer pads (abrasive and polishing), non-food contact cellulose sponges, non-food contact sponges, mops polyurethane and cellulose foam {{for} {household,} {industrial,} {and} {institutional} use
- Coils and drain pans of air conditioning and refrigeration equipment and heat pumps.
- Farm premises - floors, walls, forks, shovels, scrapers and other non-porous surfaces in barns, pens, stalls, and other facilities and fixtures occupied or traversed by animals; swine premises - on/in hauling equipment, loading equipment, farrowing barns and areas, nursery, blocks, creep areas
- Hard hats, half mask respirators, full face breathing apparatus, gas masks, goggles, spectacles, face shields, face masks, gloves, hearing protectors, earplugs and earmuffs
- Vacuum cleaner bags and filters, umbrellas, sandbags, tents, tarpaulins, sails, ropes, fire hose fabric, humidifier belts

#### Materials:

- Air filters/materials, Aquarium filter material, non-food contact fiberglass
- Air filters and air filter material for: Furnaces, air conditioners, Air purification systems
- Athletic gear, athletic wear, athleisurewear, sportswear, exercise clothing, active gear, athletic shoes, workout wear, wetsuits, yoga mats, bike seats, bike seat covers, wrestling headgear, boxing headgear, protective headgear, {athletic} {cycling} {motorcycle} helmets, scuba [{gear} {equipment}]; Non-porous athletic mats, wrestling mats, gymnastic mats, [{athletic} {exercise} {gym}] equipment {and} training tables.
- Bed sheets, bedding, blankets, and bedspreads, Carpets and draperies- Fiberfill for upholstery, sleeping bags, Mattress pads and ticking Shower curtains- Throw rugs, Toweling made of 100 percent cotton, 100 percent polyester, and blends of the two fibers throw rugs, towels, toilet tank covers
- {Men's} {Women's}{Children's}{Infants}{Babies} [{high performance} {tight knit} fabric], underwear, outerwear, intimate apparel, apparel {including}, jackets, sweaters, sweatshirts, coats, raincoats, overcoats, jerseys, ponchos, gloves, {Athletic} {casual} socks, hosiery,{casual} shoes, shoe insoles, sandals, sneakers, tennis shoes, boots, sports shoes, pajamas, sleepwear, pants, shorts, sports uniforms, medical uniforms, scrubs, jeans, denim, tops, tank tops, shirts, sports bras, running bras, swimwear

- {Vegan} Non-woven polyester, acetates, acrylics, cotton, fiberglass, leather, linen, Lycra, latex, nylon, orlon, polyester, polyethylene, polyolefins, polypropylene, nitrile, rayon, silk, spandex, rubber, vinyl, and wool
- Synthetic Fabrics, Vegan Fabric
- Disposable wiping cloths that can be used for multiple purposes such as dusting or washing furniture, cars, walls, windows, floors, appliances, dishes, counter tops; the wiping cloths do not impart pesticide properties
- Exterior walls (such as stone, concrete, brick), Fiberglass duct board
- Interior walls (such as drywall, drywall joint compound, wallpaper, brick, wood wall coverings)
- Polyurethane and polyethylene foam, when covered Polyurethane foam for packaging and cushioning in nonfood contact applications Polyurethane foam used as a growth medium for non-food crops and plants
- Vinyl paper-wallpaper for non-food contact surfaces
- Pre-moistened towelettes and tissue wipes (these do not impart pesticidal properties) for non-food contact surface use
- This product can be applied to fabrics made of acetates, acrylics, cotton, fiberglass, linen, Lycra, nylon, orlon, polyester, polyethylene, polyolefins, polypropylene, rayon, silk, spandex, vinyl, and wool
- Upholstery made of acetates, acrylics, cotton, fiberglass, nylon, polyester, polyethylene, polyolefins, polypropylene, plastic, rayon, spandex, vinyl, wool; Fiberfill to be used in upholstery, sleeping bags, apparel, where the fiber is cotton, natural down, nylon, rayon, or wool
- Where the {Vegan} [{fiber} {fabric}] is {high performance} {tight knit} {cotton}, {natural down}, {nylon}, {polyester}, {rayon}, {wool}, {lycra} {spandex} {wool/silk/nylon/Lycra} {wool/acrylic/nylon/Lycra} {nylon/orlon}, {cotton/nylon}, {linen/Lycra}, {acrylic/polypropylene}, {synthetic materials} {wool/silk/nylon/Lycra} and {wool/acrylic/nylon/Lycra}

### **{Preservation Marketing}**

- Creates an invisible barrier to inhibit the growth of [{bacteria} {fungi (mold and mildew)} {mold} {algae} {odor-causing bacteria,} {bacteria which cause staining and discoloration}] to keep indoor and outdoor surfaces
- Inhibits deterioration caused by [{bacteria} {fungi (mold and mildew)} {algae} {odor-causing bacteria,} {bacteria which cause staining and discoloration}]
- Mold, Mildew, Odor Protector, Odor Inhibitor
- Odor eliminating
- Prevents deterioration caused by [{bacteria} {fungi (mold and mildew)} {algae} {odor-causing bacteria,} {bacteria which cause staining and discoloration}].
- Provides an invisible microbiostatic coating {shield} to inhibit the growth of [{bacteria} {fungi (mold and mildew)} {algae} {odor-causing bacteria,} {bacteria which cause staining and discoloration}].
- Provides/creates an invisible barrier to inhibit the growth of [{bacteria} {fungi (mold and mildew)} {algae} {odor causing bacteria,} {bacteria which cause staining and discoloration}]
- The active ingredient in this product is effective against odor-causing bacteria, bacteria which cause staining and discoloration, fungi (mold and mildew) and algae as a static agent.
- This product is an antibacterial agent effective against [{bacteria that cause offensive odors on hard, non-porous surfaces} {odor-causing bacteria in the [{kitchen} {and} {bathroom}]]
- This product is effective against [{odor causing bacteria,} {bacteria that cause staining and discoloration,} {fungi (mold and mildew),} {algae}.]
- This product provides an invisible barrier to inhibit the growth of [{odor-causing bacteria} {bacteria which cause staining and discoloration}.]
- This product prevents {fabric} deterioration {wickability} caused by bacteria.

- Use on carpet and upholstery to inhibit odor-causing bacteria, bacteria which cause staining and discoloration, and fungi (mold and mildew).
- Use on carpet and upholstery to inhibit the growth of [odor-causing bacteria] {bacteria which cause staining and discoloration} {fungi (mold and mildew)} {algae}.

### {Laundry Marketing}

- Active care for your activewear.
- Antibacterial barrier that [{protects} {prolongs the performance of}] fabrics from bacteria that cause {stains} {odors}.
- Antibacterial coating that inhibits the growth of bacteria that cause {heavy-duty} odors
- Antibacterial fabric [{protector} protectant] {treatment}{additive}]
- Antibacterial [{in wash additive} {in-rinse booster} {clothes protector} {fabric strengthener} {& Protector}] from bacteria that cause [{stains} {odors}].
- Antibacterial laundry [{additive}{protectant}] from bacteria that cause [{stains} {odors}].
- Antibacterial {laundry}{fabric} {activewear} {clothing} {athletic gear} protection that lasts up to [{90 days} {3 months} [{6} {to}{8} weeks]]] {in between [{laundryings} {or} {washes} {loads} {washing}] against bacteria that cause odors and stains.
- Antibacterial [{protection}{barrier}{shield}] that [{Kills} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys} [{bacteria that cause odors} {odor caused by bacteria} {odor causing bacteria} {odors} {stains} {mold} {mildew} {the growth of odor causing bacteria}]
- Can be used on {most} {fabrics}{clothing} {including} {white{s}} {and} {color{s)}
- Cleans {and protects} your laundry
- Clean, Not a Cover-up.
- [{Controls} {eliminates} objectionable [{odors} {unsightly stains} {product deterioration} caused by bacteria]
- Creates a continuously self-cleaning shield to prevent the regrowth of bacteria that cause [{odors} {and} {or} {staining} {decolorization}]
- {Designed}{Suitable}{Formulated} {for} {to} {use} {on} [{insert brand partner brand name}] {athletic wear} {fabric}{cloth{es}} {garment{s}} {sportswear}{activewear}
- Designed for activewear
- Destroys odor causing bacteria
- Destroys bacterial odors and stains
- Eliminates bacteria that cause odors and provides protection for [{90 days} {3 months} [{6} {to}{8} weeks]]] {amount of time} {in between [{laundryings} {or} {washes} {loads} {washing}]}
- Eliminates bacteria that cause stains and odors from fabric
- Eliminates bacterial odors on items like athletic apparel, bedding, towels, pet beds, and masks
- Eliminates odor causing bacteria
- Eliminates odors and stain causing bacteria
- Eliminates odors on {soft surfaces} {fabrics} {by} {removing} {odor-causing bacteria} {for long lasting} {freshness}
- Eliminates stains and discoloration caused by bacteria, mold, and mildew Helps fabrics withstand regular wear and tear from sweat, oils, and other contaminants, so they last longer.
- Eliminates stubborn odors
- [*insert brand name*] – for what moves you
- Fabric protecting.

- For use in {any} {cold} {warm} {and / &} {hot} water {temperature{s}}
- For {Standard} {and / &} {High Efficiency} {HE} Machines
- For single {dose}{use}
- {For} {Sportswear} {Athletic wear} {clothes} {laundry} {fabrics} {garments}{!}
- For Work Wear. Workout Wear. Anywear.
- Formulated to [{Eliminates}{Controls} {Prevents} {Inhibits} {Attacks} {Destroys}] [{bacteria that cause odors} {odor caused by bacteria} {odor causing bacteria} {odors} {stains} {mold} {mildew}{the growth of odor causing bacteria}]that detergents may leave behind without the harshness of bleach.
- Gentle on fabrics
- Gentle on {most} {clothes}{garments}{delicates}{fabrics}
- Helps your [{clothes} {athletic gear} {laundry} {fabrics}] stay [{cleaner} {fresher} {last longer}] than untreated fabrics.
- Increases the number of uses before fabrics needs to be laundered. So, you use less water
- Inhibits deterioration of fabric caused by bacteria, mold and mildew
- Inhibits re-contamination of surfaces from bacteria that cause odors
- Invisible Antibacterial barrier that protects fabrics from [{bacteria}{mold}{mildew}{bacteria that cause stains and odors} that cause [{stains} {odors}].
- {Just} Add to {rinse}{cycle}{routine} {fabric softener} {drawer}{compartment} {Light scent}
- Keeps clothes feeling soft and new
- Keeps your activewear strong and comfortable.
- Keeps your activewear performing for as long as you do.
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys}] [{bacteria that cause odors} {odor caused by bacteria} {odor causing bacteria} {odors} {stains} {mold} {mildew}{the growth of odor causing bacteria}]
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys}] [{bacteria that cause odors} {odor caused by bacteria} {odor causing bacteria} {odors} {stains} {mold} {mildew} from attaching to the fabric surface where they can live and grow.
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys}] [{bacteria that cause odors} {odor caused by bacteria} {odor causing bacteria} {odors} {stains} {mold} {mildew} that cause stains within the fabric.
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys}] [{the growth of odor causing bacteria}]
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits the growth of} {Destroys}] bacteria that cause odors and stains other detergents leave behind
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys}] [{bacteria} {molds} {fungi} that causes stains, odors and product degradation.
- [{Attacks} {Eliminates}{Controls} {Prevents} {Inhibits} {Destroys}] the growth and spread of [{bacteria}{molds} {mildew} {fungi} that cause stains, odors}] {for up to 3 months} {or} {in between} [{laundryings} {or} {washes} {loads} {washing}].
- [{Eliminates} {Controls} {Prevents} {Destroys} {inhibits} {Resists}] {lingering} {hidden} odors
- {from}{in}{on}{your}{laundry}{formula}{diaper}{spit-up} {and / &} {sweat} {workout} {food} {left} {behind} {by} {baby}{children}{kid{s)} {messes} {sweaty}{gym clothes}{active wear}{sportswear}
- Leaves an invisible barrier that prevents future stain and stink
- Leaves your washing machine smelling fresh
- Leaves your washing machine odor free
- Odor causing bacteria removing [{fabric conditioner} {in was fabric care} {fabric protector}]
- Odor eliminating.
- [{Preserves} {Protects}] fabric performance and longevity

- {{Preserves} {Protects}} stretch and wickability
- Prevents deterioration to fabrics caused by bacteria, mold and mildew that cause stain and odors
- Prevents reintroduced of bacterial growth by eliminating the bacteria that cause odor and providing protection from regrowth for X amount of time
- Prevents odors with technology, not perfumes
- Prolongs the life of the fabric.
- Protects and cares for [{Performance Fabrics} {Activewear} {Laundry} {Clothing} {workout wear} {high tech fabrics}]
- Preserves and Protects [{clothes} {fabrics} {fibers} {activewear} {sportswear} {bedding} {sheets} {towels} {gear} {performance wear} {with} {odor control} {stain control} {technology}]
- Prevents stains and discoloration caused by sweat and odor
- Protects and provides a continuous defense against the growth of bacteria that cause stains and odors.
- Protects fabrics and keeps clothes feeling new.
- Protects fabrics and makes them easier to clean, helps them last longer, and keeps them fresher in between cleanings.
- Protects {laundry} {shirts}{pants} {yoga pants} {socks} {athletic socks} {running shoes} {running gear} {workout gear} {synthetic fabrics} {lycra} {polyester}
- Protects your activewear from odor causing bacteria
- Protects your clothing and fabrics from bacteria that cause odors and stains for up to [{90 days} {3 months} [{6} {to}{8} weeks]] {in between} [{laundryings} {or} {washes} {loads} {washing}].
- Protects your clothing and fabrics from bacteria that cause odors and stains
- Protects your fabrics and gear from odor causing bacteria
- [{Provides} {Creates}{Builds}] an {invisible}antibacterial barrier to inhibit the growth of [{bacteria that cause odor} {odor caused by bacteria} {odors} {stains} {mold} {mildew}]
- Provides surface protection to inhibit bacteria, mold and mildew that cause stain and odors
- Protects the investment in your {high-performance} activewear
- Protects the performance of your activewear
- Protects your fabrics from odor causing bacteria
- {Rids} {sports}{wear}{synthetic} {fabrics}{cotton}{lycra}{microfiber}{nylon}{polyester} of {smelly} {body} {odors} {bacteria}
- Safe for all machines, including HE {high efficiency} Includes HE LOGO
- Safe for {Performance Fabrics} {Activewear} {Laundry} {Clothing}{workout wear}{high tech fabrics}
- Safe for Whites and Colors
- Safe and gentle for all washable fabrics
- Suitable for {frequent} {daily} {everyday} use
- Suitable {for}{to} use on {most} {fabrics} {baby’s clothes} {kid’s clothes} {whites} {and / &} {colors}
- Suitable for both {high efficiency} {HE} {and / &} {regular}{standard}{conventional} {washers}{washing} {machines}
- {Suitable}{Designed}{Formulated} {for}{to} {with}{use} {on} {sweat}{moisture}{wicking} {technology}
- {fabrics}{fibers}{clothing}{active wear}{sportswear}{gym} {clothes} {sports} {uniforms}{yoga pants}{gym} {shorts}{shirts} {tank tops}{socks} {sports bras}
- {This product} Treats, it does not cover-up
- This product [{preserves} {protects} {prevents the deterioration and/or wear of} [{wicking} {wickability} {sweat wickability} {{moisture control} {breathability} {performance technology} {absorbency)} {stretch} {elasticity} {color} {colorfastness}{pilling}] of {high performance} {tight knit}{activewear}{sportswear}] {fabric} {clothing} {gear} {gym clothes}, {towels} {bedding} caused by

{bacteria}{fungi {mold and mildew}} {algae} {odor-causing bacteria,} {bacteria which cause staining and discoloration}}.

- Used in the rinse cycle to eliminate any odor causing bacteria left behind during the wash
- {Used} by {Moms} {Parents} {Dads} {Teachers} {professional athletes} {coaches}
- Wash your workout out
- Washes away the residue other detergents leave behind.
- When applied to [{fabric} {hard surfaces} {soft surface}] creates an antibacterial coating that inhibits the [{growth of bacteria} {that cause [{odors} {mold} {mildew}}].
- Works {effectively}{even} {at}{in} {low temperatures} {cold water}
- Works in cold water
- Works in all water temperatures

### **{Packaging Marketing}**

- {Bonus} {Great} {Trial} {Trial Size} {Value} {Pack} {Size}
- {Child resistant cap}
- Cleans and protects your laundry
- {Convenience} {Convenient} {Economy} size
- [{Easy} {Convenient} {Simple}] to [[use] {handle} {grip}]
- Easy pour {bottle} {container} {with dosing cap} {spout}
- Free Sample
- Leaves clothes [{smelling} {feeling}{performing}] [{fresh} {like} {new} {like the day you bought them}]
- No mess dosing cap
- [{Odor control} {stain control}] technology
- Please Recycle. Includes LOGO
- Pour with confidence

### **[Optional Use Instructions –**

*DIP/SOAK: Dilute LUROL AM-7 in water; mix well. Use appropriate sized wash basin or tub for dipping/soaking the item you are treating. Use enough LUROL AM-7 solution to completely submerge item. Keep item in solution for 3 minutes. Remove item and remove excess liquid. Drying may be attained by dripping dry or wringing excess liquid treated item. For larger items (e.g., bedspreads, curtains, draperies), place in washing machine on spin cycle to aid in the removal of excess liquid. Test staining and color-fastness of fabric and carpets by treating and drying a small concealed area prior to application. Do not reuse solution after dipping/soaking. Dry treated articles before use. Substrates can be hang-dried at room temperature or at temperatures to a maximum of 160°C (320°F); (for example in a clothes dryer). If necessary, reapply LUROL AM-7 every three months or when odor, staining and discoloration due to bacteria, mold stains and mildew stains return.*

*SPRAY: Dilute LUROL AM-7 in water; mix well. Clean surface prior to application. Using a trigger pump sprayer or pressure sprayer, spray the entire surface area 4" - 6" from the surface making sure the surface is completely covered. Let stand until dry or let stand 3 minutes and wipe dry with cloth or sponge. If spotting occurs, wipe with moist cloth or sponge. Test staining and color-fastness of fabric by treating and drying a small concealed area prior to application. If necessary, reapply LUROL AM-7 every three months or when odor, staining and discoloration due to bacteria, mold stains and mildew stains return.]*

## STORAGE AND DISPOSAL

*{Note to Reviewer: Residential Containers ONLY – this option may only be used for product with only residential/home uses listed on the label.}*

Store in areas inaccessible to children. Keep securely closed. Non-refillable container. Do not reuse or refill this container. Wrap and put in trash or offer for recycling if available.

*{Note to Reviewer: For products with multiple uses – residential, commercial, institutional, industrial use}*

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

**{Pesticide} Storage:** Store in original, tightly closed containers between temperature range 32°F - 86°F {0°C- 30°C} in a locked secure area, insuring inaccessibility to children or those unfamiliar with proper use.

**Pesticide Disposal:** 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 instructions, contact your state Pesticide or Environmental Control Agency, or the Hazardous Waste Representative at the nearest EPA Regional Office for guidance.

### Container {Handling} {&} {Disposal}:

**{Note to Reviewer:** One or more of the following paragraphs for Container Handling & Disposal will be selected, depending on packaging use/type.}

{For residential/home uses ONLY}

Non-refillable container. Do not reuse or refill this container. Wrap and put in trash or offer for recycling if available.

{For products with commercial, institutional, industrial use – May choose appropriate non-refillable/refillable statement}

{For non-refillable containers equal to or less than 5 gallons.}

Non-Refillable Container. Do not reuse or refill this container. Triple rinse {(or equivalent)}. Triple rinse as follows: Fill the container ¼ full with water and recap. Shake for 10 seconds. Drain for 10 seconds after the flow begins to drip. Follow Pesticide Disposal instructions for rinsate disposal. Repeat this procedure two more times. Then offer for recycling or reconditioning, if available, or puncture and dispose of in a sanitary landfill, by incineration, or if allowed by state and local authorities, by burning. If burned, stay out of smoke.

{For non-refillable containers greater than 5 gallons.}

Non-refillable Container. Do not reuse or refill this container. Triple rinse {(or equivalent)} promptly after emptying. Fill the container ¼ full with water. Replace and tighten closures. Tip container on its side and roll back and forth, ensuring at least one complete revolution, for 30 seconds. Stand the container on its end and tip back and forth several times. Turn the container over onto its other end and tip back and forth several times. Follow Pesticide Disposal instructions for rinsate disposal. Repeat this procedure two more times. Then offer for recycling, if available, or puncture and dispose of in a sanitary landfill, or by incineration.

{Refillable Container:}

Refillable container. Refill this container with this product only. Do not reuse this container for any other purpose. Cleaning the container before final disposal is the responsibility of the person disposing of the container. Cleaning before refilling is the responsibility of the refiller. To clean the container before final disposal, empty the remaining contents into application equipment or mix tank. Fill container about 10 percent full with water. Agitate vigorously or recirculate water with the pump for 2 minutes. Pour or pump rinsate into application equipment or rinsate collection system. Repeat this rinsing procedure two more times.

NOTICE: GOULSTON warrants that this product conforms to its chemical description and is reasonably fit for the purposes stated in the bulletin when used in accordance with directions under normal conditions of use; but this warranty of fitness for a particular purpose does not extend to the use of this product contrary to bulletin instructions, or under abnormal conditions, or under conditions not reasonably foreseeable to seller, and buyer assumes the risk of any such use. GOULSTON TECHNOLOGIES, INC. SPECIFICALLY DISCLAIMS ANY OTHER EXPRESS OR IMPLIED WARRANTY, INCLUDING THE WARRANTY OF MERCHANTABILITY.

[OPTIONAL MARKETING STATEMENTS –

*MOLD, MILDEW, ODOR PROTECTOR AND INHIBITOR*

*LUROL AM-7 is an antimicrobial agent effective against odor causing bacteria.*

*LUROL AM-7 is an antimicrobial agent effective against bacteria which cause staining and discoloration.*

*LUROL AM-7 is an antimicrobial agent effective against fungi (mold and mildew).*

*LUROL AM-7 is an antimicrobial agent effective against algae.*

*LUROL AM-7, an antimicrobial agent, controls the source of odors on surfaces in the home, in the bathroom, in the kitchen.*

*Luro AM-7, an antimicrobial agent, inhibits smelly odors caused by mold and mildew that can grow even in the cleanest of homes.*

*Luro AM-7, an antimicrobial agent, inhibits the growth of odor causing bacteria.*

*Effective on hard non-porous washable bathroom and kitchen surfaces and fixtures around the home.*

*Effective on hard non-porous washable surfaces made of fiberglass, glazed porcelain, Formica®, stainless steel, synthetic marble.*

*Use on carpet and upholstery to inhibit odor causing bacteria, bacteria which cause staining and discoloration, and fungi (mold and mildew).*

*Unscented.*

*Use on carpet and upholstery to inhibit the growth of odor causing bacteria.*

*Use on carpet and upholstery to inhibit the growth of bacteria which cause staining and discoloration.*

*Use on carpet and upholstery to inhibit the growth of fungi (mold and mildew).*

*Use on carpet and upholstery to inhibit the growth of odor causing bacteria, bacteria which cause staining and discoloration, fungi (mold and mildew), and algae.*

*Provides an invisible microbiostatic coating to inhibit the growth of odor causing bacteria.*

*Provides an invisible microbiostatic coating to inhibit the growth of bacteria which cause staining and discoloration.*

*Provides an invisible microbiostatic coating to inhibit the growth of fungi (mold and mildew).*

*Provides an invisible microbiostatic coating to inhibit the growth of algae.*

*Provides an invisible microbiostatic coating to inhibit the growth of odor causing bacteria, bacteria which cause staining and discoloration, fungi (mold and mildew) and algae.*

*Prevents deterioration caused by bacteria and fungi (mold and mildew). Inhibits deterioration caused by bacteria.]*



*Marketing statements:*

*Provides a surface-durable antimicrobial treatment effective against odor causing bacteria, bacteria which cause staining and discoloration, fungi (mold and mildew), and algae as a static agent. Combats deterioration, resists mildew, and odors caused by bacteria.*