



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 1, 2017

Steve Delgado
S. C. Johnson & Son, Inc.
1525 Howe St.
Racine, WI 53403

Subject: Notification per PRN 98-10 – Add marketing claims
Product Name: Off Towelette Insect Repellent
EPA Registration Number: 4822-258
Application Date: 9/25/17
Decision Number: 534347

Dear Mr. Delgado:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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

If you have any questions, you may contact me at 703-306-0415 or davis.kable@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kable Bo Davis', with a long horizontal stroke extending to the right.

for
Kable Bo Davis, Product Manager 3
Invertebrate and Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

OFF!® TOWELETTE INSECT REPELLENT [EPA base file name]
OFF! Deep Woods Insect Repellent Towelettes [alternate brand name]
OFF! Deep Woods Sportsmen Insect Repellent Towelettes [alternate brand name]

[Optional Marketing Claims]

- LONG LASTING PROTECTION from (Mosquitoes) (Ticks) (Biting Flies) (Gnats) (Chiggers) (Fleas)
- S.C. Johnson A Family Company
- A family company since 1886. Fisk Johnson
- X Individual towelette packet(s)
- X (individually wrapped) towelettes
- Easy to apply to face and neck
- (For) easy application to face and neck
- Even application
- Provides (long) lasting protection from (mosquitoes) (biting flies) (gnats) (sand flies) (no-see-ums) (deer flies) (stable flies) (black flies).
- Enjoy protection from (mosquitoes) (biting flies) (gnats) (sand flies) (no-see-ums) (deer flies) (stable flies) (black flies) (ticks) (chiggers) (fleas).
- And because it's from the makers of OFF! it's especially formulated to effectively repel (mosquitoes) (biting flies) (gnats) (sand flies) (no-see-ums) (deer flies) (stable flies) (black flies) (ticks) (chiggers) (fleas).
- Also repels (ticks) (chiggers) (fleas) from treated skin.
- (Effective) protection (you can count on) (from mosquitoes that may carry West Nile Virus)
- (Delivers) (Powerful) protection (against mosquitoes)
- (Keeps working) (Proven Shield) against mosquitoes (that may carry West Nile Virus)
- Fights off mosquitoes (that may carry West Nile Virus)
- Repels mosquitoes that may carry (the) Dengue (virus)
- Provides (long lasting) protection from mosquitoes that may carry (the) Dengue (virus)
- Effective protection from mosquitoes that may carry (the) Dengue (virus)
- Repels mosquitoes that may carry (the) Zika (virus)
- Provides (long lasting) protection from mosquitoes that may carry (the) Zika (virus)
- Effective protection from mosquitoes that may carry (the) Zika (virus)
- Contains DEET (N,N-Diethyl-meta-toluamide)
- Mosquito protection (for up to 8 hours)
- Repels mosquitoes (for up to 8 hours)
- Repels mosquitoes (that may carry West Nile Virus)
- Won't get in your eyes like sprays can
- Non-aerosol
- Pre-moistened repellent towelettes
- Repels bugs, not people
- Easy on arms, tough on bugs
- Easy on your skin
- Wipe OFF!
- Unwrap it
- Won't dry out
- Easy application
- Easy to reapply
- Pleasant scent
- Unscented*
- Fragrance Free
- Handy to carry with you
- On the go protection
- Match your protection to the occasion
- Fast and friendly
- Wipe it on, toss it out
- Small package
- OFF! to go
- Always fresh
- Keeps Bugs OFF!
- Always Carry (Product Name)
- Singles

NOTIFICATION

4822-258

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:

11/1/2017

- (It is individually wrapped so it won't dry out) (and) (it fits anywhere)
- For use at home or on the go!
- Carry one everywhere
- Quick protection
- Protect and Go
- Protection on the Go
- (Product name) convenient to toss in your (Car) (Desk) (Purse) (Bag) (Briefcase) (Gym Bag) (Beach Bag) (Back Pack) (Wallet)
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) (with protection against mosquitoes)
- (Product name) gives effective protection and is not greasy, won't stain and resists perspiration
- Moist and fresh, anytime, anywhere!
- Trial sample (included)
- (OFF!) (#) (count) Pack
- (#) towelette packets
- (OFF!) (Deep Woods) (Mosquito) (Towelette) (Repellent) Pack
- (OFF!) (Summer) (Value) (Bonus) (Family) (Camping) (Sporting) (Gardening) (Convenient) (All Activity) (All Activities)Pack
- OFF! (repellent) has you covered
- (Packaged) for resale (and personal use)
- UPC on each packet
- Open for (individual units) (individually wrapped towelettes) (individual packets)
- Resalable
- OFF! (mosquito) (bug) repellents (to use) at (home) (country clubs) (and) (farms).
- OFF! (mosquito) (bug) repellents (ideal) (for use by) (contractors) (vending machine operators)
- OFF! mosquito repellents for resale in (convenience stores) (retail stores) (vending machines)
- (Great) (Ideal) for camping
- OFF! (Deep Woods) The right protection for your family
- (No matter where you are,) (you) (you've) gotta get your OFF! on!
- Repels mosquitoes that may carry (St. Louis) (Eastern equine) (Western equine) (LaCrosse) (Cache Valley) encephalitis (for up to 8 hours)
- Repels ticks that may carry (Lyme disease) (Rocky Mountain Spotted Fever) (Tick Paralysis) (Ehrlichiosis) (Powassan Encephalitis)
- (Enjoy) up to 8 hours of protection from (mosquitoes). Also protects against (works on) (repels) (ticks (including ticks that may carry/transmit Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- Lasts for up to 8 hours against mosquitoes
- Stay protected for up to 8 hours (from mosquitoes that may carry West Nile Virus)
- Maximum protection (keeps working) (for) up to 8 hours against mosquitoes
- (Proven) (Effective) Protection (you can count on for up to 8 hours) (from mosquitoes that may carry West Nile Virus)
- (Delivers) (Powerful) protection (keeps working) for up to 8 hours against mosquitoes
- Proven shield for up to 8 hours against mosquitoes (against mosquitoes that may carry West Nile Virus)

- Fights off (mosquitoes) (mosquitoes that may carry West Nile Virus) for up to 8 hours
- Up to 8 hours of proven protection from mosquitoes (that may carry West Nile Virus)
- Effective protection up to 8 hours from mosquitoes (that may carry West Nile Virus)
- Enjoy the (outdoors, the great outdoors, backyard, outside, park, woods/forest) with up to 8 hours of protection against mosquitoes
- *Product contains fragrance to mask DEET smell.

[Note to reviewer: the following label is for individual towelette wrappers and/or outer containers]

ACTIVE INGREDIENT:

DEET	25%
OTHER INGREDIENTS.	75%

Keep Out of Reach of Children

WARNING

See additional precautions on (side) (back) panel

NET WT: X OZ.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS: WARNING – Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reactions in rare cases. Wash treated clothing before wearing it again. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits]

FIRST AID

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

If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center.

PHYSICAL & CHEMICAL HAZARDS: FLAMMABLE - Do not use near heat or open flame. Keep treated surfaces away from fire or flame until dry.

DIRECTIONS FOR USE

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. **Read and follow all directions and precautions on this product label.**

Open package, remove and unfold towelette. Moisten all exposed skin evenly and completely. Do not apply over cuts, wounds, irritated or sunburned skin. Do not apply near eyes and mouth. Apply sparingly around ears. Use just enough repellent to cover exposed skin. Avoid over-application of this product. Frequent reapplication is unnecessary. Do not allow children to handle this product. Do not apply to children's hands. After returning indoors, wash treated skin with soap and water. Do not use under clothing. Will not damage cotton, wool or nylon.

[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)

DO NOT APPLY ON OR NEAR: acetate, rayon, spandex, or other synthetics (other than nylon), furniture, plastics, leather, watch crystals and painted or varnished surfaces including automobiles.

[Note to reviewer: If any "hours of duration" claims are used on the marketed product label, the following statement will be included: "Some may need more than one towelette for adequate coverage."]

STORAGE AND DISPOSAL

STORAGE: Store away from heat or flame in an area inaccessible to children.

[The following is for individually-wrapped towelettes]

DISPOSAL: Before disposing, empty package by using the product according to the label. Do not reuse towelette or wrapper. Place used towelette and wrapper in trash.

[The following is for outer containers containing individually-wrapped towelettes]

DISPOSAL: Before disposing, empty package using the product according to the label. Do not reuse towelette or wrapper. Place used towelette and wrapper in trash. Place outer container in trash or offer for recycling if available.

[The following is for outer containers containing towelettes that are not individually-wrapped]

DISPOSAL: Nonrefillable container. Before disposing, empty package using the product according to the label. Do not reuse or refill outer container. Do not reuse towelette. Place used towelette in trash. For unused towelettes: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Place outer container in trash or offer for recycling if available.

Questions? Comments? Call 800-558-5252 or write Helen Johnson. © 2016 S. C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A. All rights reserved.

(Made in Canada)

EPA Reg. No. 4822-258

EPA Est. No. 4822-XX-X