



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

August 16, 2017

Chelsea Miller
Regulatory Specialist
Tender Corporation
944 Industrial Rd.
Littleton, NH 03561

Subject: Notification per PRN 98-10 –Marketing claims
Product Name: BEN'S 100 INSECT REPELLENT
EPA Registration Number: 56575-7
Application Date: 7/10/2017
Decision Number: 532195

Dear Ms. Miller:

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 Angela Hollis at 703-347-0216 or via email at hollis.angela@epa.gov.

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Sincerely

A handwritten signature in blue ink, appearing to read "MW", enclosed in a thin black rectangular border.

Michael Wagman, Acting Product Manager 4
Invertebrate and Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

{Front Panel}

Ben's 100 Insect Repellent

[Tick and Insect Repellent]

NOTIFICATION

56575-7

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:

08/16/2017

Active Ingredient:

*DEET (CAS Number 134-62-3) 98.11%

Other Ingredients 1.89%

Total:100%

*N,N-diethyl-m-toluamide (m-deet) + Related Isomers

Keep out of Reach of Children
WARNING
DO NOT USE ON INFANTS
Not recommended for use on children under the age 10.
See **[Back Panel] [and] [card] {or} [behind peel back]** for additional
precautionary statements.

Net Contents ___ Oz. (___ ml) [Lotion] {or} {Pump Spray}

Tender Corporation

[944 Industrial Park Road]

{Littleton is a small town and mailing address is sufficient with just zip code}

Littleton, NH [03561]

Questions? Call 1-888-258-4696 ext 236

EPA Reg. NO 56575-7

EPA Est. 56575-NH-1

{Pump Spray Back Panel}

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]

{or} **all labels** and packaging {where size requires peel-back or second label}.

Remove protective cap and spray on all exposed skin areas. Keep nozzle pointed away from face. Do not inhale. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. To apply to face, spray on hands and rub on. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. After returning indoors, wash treated skin with soap and water. Wash treated clothes before wearing again. Do not spray in enclosed areas. For ticks and chiggers, apply to shoe tops, socks and around openings in clothing. Repeat as needed.

Storage and disposal

Storage: Store in a cool dry (preferably locked) storage area in accessible to children and pets and away from heat or open flame. **Disposal:** Do not puncture or incinerate. **If empty:** Do not reuse this container. Place in trash or, if available offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

[Refer to [card] {or} [behind peel back] for complete Precautionary Statements]

{Lotion Back Panel}

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]
{or}{all labels and packaging {where size requires peel-back or second label}}.

Apply a few drops to your palm and wipe on exposed skin areas. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Wash hands after applying. After returning indoors, wash treated skin with soap and water. Repeat as needed.

{Card Label-Front Panel}

Ben's 100 Insect Repellent

[Tick and Insect Repellent]

[Child -Resistant Packaging]

[MAX FORMULA]

Up to 10 Hours Protection

**[REPELS: Mosquitoes, Ticks, Black Flies, Fleas. Biting
Midges, Chiggers, Sand Fleas Stable Flies]**

Net Contents ___ Oz. (___ ml) [Lotion] [Pump]

{Card Label-Pump Spray Back Panel}

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]
{or}{all labels and packaging {where size requires peel-back or second label}}.

Remove protective cap and spray on all exposed skin areas. Keep nozzle pointed away from face. Do not inhale. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. To apply to face, spray on hands and rub on. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. After returning indoors, wash treated skin with soap and water. Wash treated clothes before wearing again. Do not spray in enclosed areas. For ticks and chiggers, apply to shoe tops, socks and around openings in clothing. Repeat as needed.

Storage and disposal

Storage: Store in a cool dry (preferably locked) storage area inaccessible to children and pets and away from heat or open flame.

Disposal: Do not puncture or incinerate. **If empty:** Do not reuse this container. Place in trash or, if available offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reaction in rare cases. If you suspect a reaction to this product, discontinue use, wash skin and call your local poison control center. If you go to the doctor, take this product with you.

FIRST AID STATEMENT

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 for treatment advice.
If swallowed	Immediately call a poison control center or doctor for treatment advice. Have a person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
Have the product container or label with you when calling a poison control center or doctor or when going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents) you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.	

Physical or Chemical Hazards

Exposure to temperatures above 130°F may cause bursting. Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.

EPA Reg. NO 56575-7

EPA Est. 56575-NH-1

{Card Label- Lotion Back Panel}

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]
{or}[***all labels*** and packaging {where size requires peel-back or second label}].

Apply a few drops to your palm and wipe on exposed skin areas. Do not apply over cuts, wounds or irritated skin. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Wash hands after applying. After returning indoors, wash treated skin with soap and water. Repeat as needed.

{Small Packaging – Always Sold with Card}

DIRECTIONS FOR USE

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

Read, understand, and follow all directions and precautions on this label and on outer package.

Shake well. [Remove tab] [and twist cap] Keep nozzle pointed away from face. **DO NOT:** ●spray directly on face ●inhale ●apply over cuts, wounds or irritated skin ●spray in enclosed areas ●apply near eyes or mouth ●apply to children's hands● allow children to handle this product ●use under clothing.

To use on face or children, spray on your own hands first and then apply sparingly and avoid eyes. Use only enough repellent to cover exposed skin. Repeat as needed. Wash hands after use. After returning indoors wash treated skin with soap and water.

Storage and disposal-Read, understand, and follow instructions on outer package

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

Read entire WARNINGS and PRECAUTIONS on outer package. Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reaction in rare cases. If any reaction occurs stop use, wash skin and call your local poison control center.

First Aid

If in Eyes Hold eye open and rinse slowly and gently with water for 20 minutes. Remove contact lenses after the first 5 minutes then continue rinsing eye. **If swallowed** Immediately call a poison control center or doctor for advice. Sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by poison control center or doctor. Do not put anything in mouth of an unconscious person. Have this label with you when going for treatment. For more information you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.

Physical or Chemical Hazards

Read and understand outer package

[Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.]

[] Denotes optional/alternate verbiage

{ } Denotes Language that does not appear on market labeling

{Optional Marketing Text}

Full Strength repellent for maximum protection against ticks and all types of biting insects.

Use Ben's 100 when the bugs are especially intense or when all-day protection is needed. See our complete

- Ben's -- Trusted for over 30 years!
- Level {for packages with clear indicator of amount remaining}
- [Running Low] {for packages with clear indicator of amount remaining}
- Now with Twist Close Cap!
- Airplane carry-on size
- Maximum carry-on size
- TSA approved travel size
- TSA travel size
- TSA approved carry-on size
- TSA carry-on size
- Convenient Travel Size
- Convenient Airplane Travel Size
- Airplane Travel Size
- Airplane carry-on
- Maximum Airplane Size
- Max Airplane Travel Size
- Approved Airplane Travel Size
- Approved for Airplane Travel
- Approved Airplane Size
- Airplane Size
- Carry-on Size
- Max carry-on size
- Maximum Airplane Travel Size
- Max Airplane Size
- Distinctive DEET insect repellent formula that contains NO ALCOHOL.
- {roll on only} Now in a new Roll-on applicator allowing you to apply Ben's 100 exactly where you want it and not on your hands, clothing or gear. Great for applying to the face and neck. Just dab on and spread for complete coverage.

line of products for the prevention and treatment of outdoor ailments at www.tendercorp.com. Recyclable Packaging Made Primarily from Recycled Fibers. Please Recycle When Possible

- For comfortable outing with the family. Protects against ticks, mosquitoes and [most] [all] types of biting insect.
- For 10 hours of protection.
- Full Strength repellent for maximum protection against ticks and [most] [all] types of biting insects
- "The choice of Adventure Medical Kits (logo)" -Dr. Eric Weiss
- **Repels Insects That May Transmit West Nile Virus [And] [&] Lyme Disease**
- Repels Mosquitoes that may [carry][spread][transmit] West Nile Virus
- Repels Mosquitoes that may [carry][spread][transmit] Zika Virus
- Repels Mosquitoes that may [carry][spread][transmit] Dengue Fever
- Repels Mosquitoes that may [carry][spread][transmit] Zika Virus, West Nile Virus, [or] Dengue Fever
- Repels ticks that may [carry][spread][transmit] Lyme Disease
- **MAX FORMULA**
- **Up to 10 Hours Protection**
- **REPELS [Mosquitoes], [Ticks], [Black Flies], [Fleas], [Biting Midges], [Chiggers], [Sand Fleas Stable] [Flies]**
- [Contains] No Alcohol
- Non-oily
- Symbols & Graphics

