

75583-1

6/23/2009

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460-0001

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

June 23, 2009

Mr. Stuart L. Ruff, Officer  
Promotia International, Inc.  
9 Hickory Road  
Danville, NJ 07834-9333

**Subject: Amended/Updated Labeling, Net Effect Roll On! Insect Repellent  
EPA Registration No. 75583-1  
Your E-Mail Submission Dated May 5, 2009**

Dear Mr. Ruff:

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable.

Current labels on DEET repellent products tend to dissolve from contact with the repellent (usually liquids). All reregistered DEET product labels must use materials that remain permanent and readable for the reasonable life of the product.

The Agency is in the process of developing and improving the current Efficacy Assessment Guidelines for repellent products. The Agency intends to defer the determination of any related efficacy data requirements supporting the claims that may appear on this label until these Efficacy Assessment Guidelines are complete. When the guidelines are finalized, the Agency expects to issue a Data Call-In to address the revised guidelines to all registrants with registrations for personal repellent products that have not previously submitted efficacy data sufficiently consistent with the revised guidelines.

A copy of your label stamped "Accepted" is enclosed for your records. If you have any questions about this label review, please contact Mr. Carmen J. Rodia, Jr. at (703) 306-0327 or via e-mail at [Rodia.Carmen@epa.gov](mailto:Rodia.Carmen@epa.gov).

Sincerely Yours,

*FOR*  
Handwritten signature of Carmen J. Rodia, Jr. in black ink.

Richard J. Gebken  
Product Manager (10)  
Insecticide Branch  
Registration Division (7505P)

Enclosure: Label stamped "Accepted"  
075583-00001 D415534

ROLL ON  
NET  
effect  
INSECT  
REPELLENT

ROLL ON! NEAT ROLL ON! ROLL ON! NEAT ROLL ON!

**NET**  
effect<sup>®</sup>  
INSECT  
REPELLENT

• REPELS MOSQUITOES.  
BITING FLIES, DEER TICKS.  
NO-SEE-UMS, CHIGGERS,  
FLEAS AND GNATS.



Distributed by  
Promotia International, Inc.  
Denville, NJ 07834  
Questions? Comments? Call  
EPA Reg. No. 75683-1  
EPA Est. No.

**NET**  
effect<sup>®</sup>  
INSECT  
REPELLENT

**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. Use just enough repellent to cover exposed skin and/or clothing. Avoid over application of this product. Do not use under clothing. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands, then pat it on the child. After returning indoors, wash treated skin with soap and water. May damage certain synthetics, fur, furs, plastics, leather, watch crystals, and painted or varnished surfaces.

**STORAGE AND DISPOSAL**

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

**Pesticide Storage:** Store in a cool dry area away from heat, open flame, and children.

**Container Disposal:** If empty: Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

**PHYSICAL/CHEMICAL HAZARDS**

**FLAMMABLE.** Keep away from heat and open flame.

**NET**  
effect<sup>®</sup>  
INSECT  
REPELLENT

• FOR THE WHOLE FAMILY  
• NO-MESS APPLICATION  
• LIGHT CLEAN SCENT



**KEEP OUT OF REACH OF CHILDREN**

**WARNING:** See precautionary statements on side panel.

**ACTIVE INGREDIENT:**

DEET ..... 20.00%  
Other Ingredients ..... 79.00%  
**NET**

**NET**  
effect<sup>®</sup>  
INSECT  
REPELLENT

• EFFECTIVE AGAINST  
MOSQUITOES, DEER TICKS,  
CHIGGERS, BITING FLIES,  
FLEAS AND GNATS.

**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS**

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes. Do not apply near eyes and mouth. Do not apply over cuts, wounds, or irritated skin. Apply sparingly around ears. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum or using tobacco. Wash treated clothing before wearing it again. Use of this product may cause skin reactions in rare cases. If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center. If you go to a doctor, take this product with you.

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

ROLL ON  
**NET**  
effect

INSECT REPELLENT

KEEP OUT OF REACH OF CHILDREN  
WARNING: See precautionary  
statements on slide.

ACTIVE INGREDIENT:  
DEET ..... 20.92%  
Other Ingredients ..... 79.08%  
NET \_\_\_\_\_

**PRECAUTIONARY STATEMENTS  
HAZARDS TO HUMANS**

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes. Do not apply near eyes and mouth. Do not apply over cuts, wounds, or irritated skin. Apply sparingly around ears. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Wash treated clothing before wearing it again. Use of this product may cause skin reactions in rare cases. If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center. If you go to a doctor, take this product with you. **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. Have the product or label with you when calling a poison control center or doctor, or going for treatment.

**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. Use just enough repellent to cover exposed skin and/or clothing. Avoid over-application of this product. Do not use under clothing. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands, then rub it on the child. After returning indoors wash treated skin with soap and water. May damage certain synthetics, furniture, plastics, leather, watch crystals, and painted or varnished surfaces.

**STORAGE AND DISPOSAL:** Do not contaminate water, food, or feed by storage and disposal. **Pesticide Storage:** Store in a cool dry area away from heat, open flame, and children. **Container Disposal:** If empty: Recycle/recycle container. Do not reuse or refill this container. Offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions. **PHYSICAL/CHEMICAL HAZARDS: FLAMMABLE.** Keep away from heat and open flame. Distributed by PROMOTIA INTERNATIONAL, INC., Dennis, NJ 07834  
Questions? Comments? Call \_\_\_\_\_

(LABEL - 50 ML)

3045

- NO-MESS APPLICATION
- LIGHT CLEAN SCENT

KEEP OUT OF REACH OF CHILDREN

WARNING:

See precautionary statements on side panel.

ACTIVE INGREDIENT:

DEET 20.92%  
 Other Ingredients 79.08%

NET \_\_\_\_\_

Second panel (side):

NEAT ROLL ON!

NET EFFECT

INSECT REPELLENT

- EFFECTIVE AGAINST MOSQUITOES, DEER TICKS, CHIGGERS, BITING FLIES, FLEAS AND GNATS.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS

WARNING

Causes substantial but temporary eye injury. Do not get in eyes. Do not apply near eyes and mouth. Do not apply over cuts, wounds or irritated skin. Apply sparingly around ears. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Wash treated clothing before wearing it again. Use of this product may cause skin reactions in rare cases. If you suspect a reaction to this product, discontinue use, wash treated skin and call your local poison control center. If you go to a doctor, take this product with you.

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

Third Panel (Back):

ROLL ON!  
NET EFFECT  
INSECT REPELLENT

- REPELS MOSQUITOES,  
BITING FLIES, DEER TICKS, NO-SEE-UMS, CHIGGERS,  
FLEAS AND GNATS.

Distributed by  
 Promotia International, Inc.  
 Denville, NJ 07834, Questions? Comments? Call \_\_\_\_\_  
 EPA Reg. No. 75583-1  
 EPA Est. No. \_\_\_\_\_

**ACCEPTED**  
*June 23, 2009*  
 Under the Federal Insecticide, Fungicide,  
 and Rodenticide Act, as amended, for the  
 pesticide registered under:  
 EPA. Reg. No: 75583-1

Fourth panel (side):

NEAT ROLL ON!  
NET EFFECT  
INSECT REPELLENT

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. Use just enough repellent to cover exposed skin and/or clothing. Avoid over-application of this product. Do not use under clothing. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands, then put it on the child. After returning indoors wash treated skin with soap and water. May damage certain synthetics, furniture, plastics, leather, watch crystals and painted or varnished surfaces.

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal. Pesticide Storage: Store in a cool dry area away from heat, open flame and children. Container Disposal: If empty: Nonrefillable container. Do not reuse or refill this container. Offer for recycling, if available. If partly filled: Call your local solid waste agency for disposal instructions.

PHYSICAL/CHEMICAL HAZARDS

FLAMMABLE. Keep away from heat and open flame.

First panel(front):

ROLL ON!  
NET EFFECT  
INSECT REPELLENT

- FOR THE WHOLE FAMILY