

of the product as a pesticide, and a false or misleading comparison with other pesticides."

- f. Revise the marketing claim as follows: "Effective, ~~Long Lasting~~ Insect Protection" *This label has specific durations of product performance, and the term "long lasting is therefore misleading.*
- g. Remove the term "greenheads" *This is the same as Horse flies which is the recognized term for this pest.*
- h. Revise the marketing claim as follows: "Repels mosquitoes that may ~~carry~~ transmit West Nile virus" *Mosquitoes transmit pathogens, which may or may not be a causal factor for an a particular disease.*
- i.

2. Within the Directions for Use section, revise as follows:

- a. Directly below the FIFRA required statement "It is a violation of Federal law to use this product in a manner inconsistent with its labeling", and on a separate line, Replace all text with following statements:

"READ AND FOLLOW ALL DIRECTIONS AND PRECUTIONS ON THIS PRODUCT LABEL.

"For Outdoor Use Only. Never use repellents over cuts, wounds, sunburned or irritated skin. Do not apply near eyes and mouth, and apply sparingly around ears. Do not allow children to handle this product, and do not apply to children's hands. When using on children, apply to your own hands and then put it on the child. Apply only to exposed skin and/or clothing (as directed on the product label). Do not use under clothing. Use just enough repellent to cover exposed skin. Heavy application and saturation is unnecessary for effectiveness; if biting insects do not respond to a thin film of repellent, apply a bit more. After returning indoors, wash treated skin with soap and water or bathe. This is particularly important when repellents are used repeatedly in a day or on consecutive days. Also, 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.**

~~Works on~~ For use on outer surfaces of clothing ~~to~~: Spray shirts, pants, and hats. For ticks, chiggers and fleas apply to tops of socks and around opening in outer clothing.

Do not apply to synthetic fabrics such as acetate, rayon or spandex. Will not damage cotton, wool and nylon. May damage furniture finishes, leather, plastics, painted and varnished surfaces including watch crystals, guns, bows and automobiles. Allow repellent to dry before handling bow or gun stock."

3. Remove the following subsection and associated text from the First Aid section:¹

"IF YOU SUSPECT A REACTION TO THIS PRODUCT: Discontinue use. 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. 20 minutes"²

1 There is no specific requirement within PR Notice 2001-1 for the insertion of this language within the First Aid Section. This language should be moved to the Directions for Use as discussed below.

2 PR Notice 2001-1 does not provide for the inclusion of this language within the FIRST AID section. Please refer to the revised Directions for use where the language has been moved.

4. Revise the Storage and Disposal Section as follows:

“Storage and Disposal

Pesticide Storage: Store in a cool dry place away from heat or open flame and inaccessible to children.

Pesticide Disposal: If empty: Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions.”

5. Remove the statement: “Made in USA” *This is a false and misleading statement.*

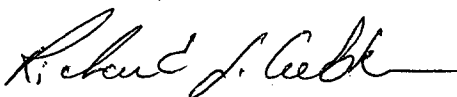
6. To be eligible for reregistration, aerosol and pump spray formulations must be packaged in containers utilizing a concave trigger to help aim product or other comparable mechanism that will ensure that the product will not be inadvertently sprayed in the eyes.

7. 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.

You must submit two copies of the final printed label revised in accordance with the comments listed above before the product is released for shipment under this label. If you have any questions, you may contact Carmen Rodia at (703)-306-0327 or rodia.carmen@epa.gov.

A copy of your label stamped “Accepted with Comments” is enclosed for your records.

Signature of Approving Official:



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

Date:

MAR 18 2008

Repel 100

INSECT REPELLENT *(either in name or stated separately)*

Optional marketing claims:

- ❖ Provides effective long-lasting protection from mosquitoes, ticks, chiggers, black flies, sand flies, deerflies, fleas and other biting insects.
- ❖ Repels mosquitoes, ticks, biting flies, gnats, chiggers & fleas.
- ❖ 100% DEET* (Formula) *Relative % DEET
- ❖ Protects [for] up to 10 hours
- ❖ For severe conditions
- ❖ Withstands water, perspiration and wear
- ❖ The most concentrated insect repellent you can buy
- ❖ Effective, Long Lasting Insect Protection
- ❖ Repels:

Insect	Hours of Protection
Mosquitoes	10 hours
Black flies, gnats, ceratopogonids, no-see-ums, punkies & biting midges	6 hours
Tick & Chiggers	5 hours
Stable flies, horse flies, deer flies and greenheads	3 hours

- Repels mosquitoes that may carry West Nile virus
- Also repels Ticks, Biting Flies, Gnats, No-See-Ums, Chiggers & Fleas

Active Ingredients:

DEET 98.11%
 Other Ingredients 1.89%
 Total 100.00%

KEEP OUT OF REACH OF CHILDREN
WARNING. See back panel for precautions.

Source of AI is from Merfex or MGK
 Net Contents 4.2 oz (120 mL)

ACCEPTED
with COMMENTS
In EPA Letter Dated
March 18, 2008
 Under the Federal Insecticide,
 Fungicide, and Rodenticide Act,
 as amended, for the pesticide
 registered under EPA Reg. No.

305-30

Back label

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. Apply over all exposed skin to repel mosquitoes, ticks and biting flies. Use just enough repellent to cover exposed skin and/or clothing. Do not use under clothing. Do not spray in enclosed areas. Do not spray directly on face. If used on the face, spray on hands first then apply sparingly to face and ears. Do not apply near eyes and mouth. Avoid over-application. Do not apply over cuts, wounds or irritated skin. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Do not apply to children's hands.

- ❖ Works on clothing too: Spray shirts, pants and hats. For ticks, chiggers and fleas apply to tops of socks and around openings of outer clothing.
- ❖ After returning indoors, wash treated skin with soap and water. Wash treated clothing before wearing it again.
- ❖ Do not apply to synthetic fabrics such as acetate, rayon or spandex. Will not damage cotton, wool and nylon. May damage furniture finishes, leather, plastics, painted and varnished surfaces including watch crystals, guns, bows and automobiles. Allow repellent to dry before handling bow or gun stock.

STORAGE AND DISPOSAL

PESTICIDE STORAGE: Store in a cool, dry place inaccessible to children. Do not contaminate water, food, or feed by storage and disposal.

CONTAINER DISPOSAL: If empty: Do not reuse this container. Place in trash or offer for recycling if available. 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

Hazard 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 reactions in rare cases. Wash hands before eating, drinking, chewing gum, using tobacco or using toilet.

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Paragraph format may be used if label is small.

FIRST AID
If swallowed:
<ul style="list-style-type: none"> • 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 in eyes:
<ul style="list-style-type: none"> • 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.
If you suspect a reaction to this product:
<ul style="list-style-type: none"> • Discontinue use. • 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.
Have the product label with you when calling a Poison Control Center or doctor, or going for treatment. For additional information in case of emergency call toll free 1-888-880-1181.
Note to Physician: Probable mucosal damage may contraindicate the use of gastric lavage.

NOTICE: Buyer assumes all responsibility for safety and use not in accordance with directions.

Made in the USA
 WPC Brands, Inc.
 PO Box 4406
 Bridgeton, Missouri 63044

www.wpcbrands.com

Questions or Comments? Call 1-888-880-1181

EPA Reg. No. 305-30

EPA Est. No. 305-W-1

[Bracketed text] = Optional Language

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