



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 2, 2016

Ms. Jessica Goldberg
Sr. Regulatory Affairs Specialist
WPC Brands Inc.
P.O. Box 4406
Bridgeton, MO 63044-0406

Subject: Label Amendment – Add Additional Claims
Product Name: Repel 15
EPA Registration Number: 305-48
Application Date: February 23, 2016
Decision Number: 514525

Dear Ms. Goldberg:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Jennifer Saunders by phone at (703) 347-0156, or via email at Saunders.Jennifer@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Saunders', with a large, stylized initial 'J'.

Jennifer Urbanski Saunders, Ph.D.
Product Manager 4
Invertebrate and Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

Repel 15



INSECT REPELLENT (either in name or stated separately)

ALTERNATE BRAND NAME: Repel Insect Repellent Scented Family Formula
15% Deet

Optional Marketing Claims:

Repel 15 Insect Block • 15% DEET • Repels: Mosquitoes, ticks, biting flies, gnats, fleas & chiggers • Hours of effective [unscented] protection from mosquitoes, ticks, black flies, gnats, chiggers, no-see-ums, sand flies, deer flies, fleas, biting flies and other biting insects as listed • The long-lasting, non-greasy formula provides exceptional effective protection. • [Non greasy and] resists perspiration • Developed especially for campers, backpackers, fisherman, hunters, golfers, bikers, hikers, joggers, ball players and active outdoor enthusiasts. • Effective, long lasting [unscented] protection • Scented protection • Unscented protection • Contains [15%] DEET • Repels Mosquitoes that may carry West Nile Virus • Cooling Mist [Formula] • [Convenient][Travel][Sample] Size • [Instantly][Quickly] Cools & Refreshes [Skin] • Ultra Cool [Mist][Formula] • Continuous Spray • [Cooling][Refreshing] Clean scent (For use with formula containing fragrance) • [Designed][Developed] for Active Lifestyles • Not Greasy or Oily • Sweat [Resistant][Resistance] • With Resistance to Sweat • Resists Sweat • Water [Resistant][Resistance] • Repels mosquitoes that may transmit the [Chikungunya], [Zika], [Dengue] and [West Nile] virus • Repels mosquitoes that may carry the [Chikungunya], [Zika], [Dengue] and [West Nile] virus

Active Ingredients:

DEET	85.0 %	15.0 %
Other Ingredients		
TOTAL		100.0 %

KEEP OUT OF REACH OF CHILDREN

CAUTION. See back panel for precautions.

Net Contents 4 fl. oz. (118 mL); 5 fl oz (147mL); 6 fl oz (177mL), 11 fl oz

Back labeling

STOP. Read and follow all directions and precautions on this product label.

DIRECTIONS FOR USE

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

Do not spray in enclosed areas. Hold container 6 - 8 inches from skin and clothing while spraying, keeping sprayer pointed away from face. Slightly moisten skin. Use just enough repellent to cover exposed skin and/or clothing. Do not use under clothing. [For maximum protection on skin, spread with hand after application.] Do not spray directly onto face. Spray on hands first, and then apply sparingly to face, avoiding eyes. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply over cuts, wounds or irritated skin. Do not apply to sunburned skin. 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. [For extra protection from [crawling] ticks, chiggers and fleas, spray along all openings of clothing, such as neckband, waistband, pant and sleeve cuffs, sock tops and other areas where insects may crawl under clothing.] [Frequent reapplication or saturation is unnecessary.] Avoid over-application of this product. After returning indoors, wash treated skin with soap and water [and double-check yourself, other family members and pets for ticks.] Wash treated clothing before wearing it again. Will not damage nylon, cotton, or wool. Do not apply to synthetic fabrics such as acetate, rayon or spandex. May damage furniture finishes, leather, plastics, painted and varnished surfaces including watch crystals, guns, bows and automobiles. Use of this product may cause skin reactions in rare cases. If you suspect 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.

[Paragraph format may be used if label is small.]

STORAGE AND DISPOSAL:

PESTICIDE STORAGE: store in a cool, dry place, out of reach of children.
CONTAINER DISPOSAL: Do not Puncture or Incinerate! **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain

PRECAUTIONARY STATEMENTS**Hazards to Humans & Domestic Animals**

CAUTION: 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 the toilet.

[Paragraph format may be used if label is small.]

FIRST AID**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;
- 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 container 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.

Physical and Chemical Hazards

FLAMMABLE - Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130° F may cause bursting.

NOTICE: To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions.

[Questions or comments? Call 1-888-880-1181]

Made in the U.S.A. for WPC Brands, Inc.
P. O. Box 4406
Bridgeton, MO 63044-0406

EPA Reg. No. 305-48

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