

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. Hold container 6-8 inches from skin or clothing and spray with a slow sweeping motion.

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.”

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

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.”

Within the Storage and Disposal Statements, the following paragraph has been moved to the Directions for Use: “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.”

- 3. Optional Marketing Claims:

- a. Remove the statement: “Made in USA” *This is a false and misleading statement, unless WPC Brands, Inc. can demonstrate that all of the ingredients are manufactured in the U.S.A.*

- b. Revise the following marketing claim: ~~Hours of Effective ((un)scented)~~ protection from mosquitoes, ticks, black flies, gnats, chiggers, no-see-urns, sand flies, deer flies, fleas, and biting flies ~~and other biting insects~~.

The terms “Hours” and “and other biting insects” are vague and misleading.

- c. Revise the following marketing claim: ~~“The long-lasting, Non-greasy formula provides exceptional effective protection.”~~

The term “The long-lasting” is vague and misleading.

- d. Revise the following marketing claim: “Effective, ~~long-lasting~~ ((un)scented) protection.”

The term “long-lasting” is vague and misleading.

Remove the following marketing claim: “Long Lasting Protection”

The statement is vague and misleading.

- 4. Revise the company name and address to:

WPC Brands, Inc.

PO Box 4406

Bridgeton, Missouri 63044

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.**

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- 3. Optional Marketing Claims:

- a. Remove the statement: “Made in USA” *This is a false and misleading statement, unless WPC Brands, Inc. can demonstrate that all of the ingredients are manufactured in the U.S.A.*
- b. Revise the following marketing claim: ~~Hours of Effective ((un)scented) protection from mosquitoes, ticks, black flies, gnats, chiggers, no-see-urns, sand flies, deer flies, fleas, and biting flies and other biting insects.~~
The terms “Hours” and “and other biting insects” are vague and misleading.
- c. Revise the following marketing claim: ~~“The long-lasting, Non-greasy formula provides exceptional effective protection.”~~
The term “The long-lasting” is vague and misleading.
- d. Revise the following marketing claim: “Effective, ~~long-lasting~~ ((un)scented) protection.”
The term “long-lasting” is vague and misleading.
- e. Remove “Lawn and Garden Formula”
This statement implies that the product is a formula to be used on lawns and gardens.
Remove the following marketing claim: “Long Lasting Protection”
The statement is vague and misleading.

- 4. Revise the company name and address to:

WPC Brands, Inc.
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5. 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.

6. 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:

APR 03 2008

Master Label

Base Name:
Repel 29

INSECT REPELLENT (either in name or stated separately)

Keep Out of Reach of Children

CAUTION: See back panel for precautions.

ACTIVE INGREDIENTS:

DEET 29.0%

OTHER INGREDIENTS: 71.0%

TOTAL 100.0%

Net Weight oz (g)

Back labeling

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.

Hold container 6 to 8 inches from skin or clothing and spray with a slow sweeping motion. Do not spray in enclosed areas.

Use just enough repellent to cover exposed skin and/or clothing.

Do not use under clothing. 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. 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.

STORAGE AND DISPOSAL: Do not contaminate water, food, or feed by storage and 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 or (1-800-CLEANUP) for disposal instructions.

PRECAUTIONARY STATEMENTS:

HAZARD TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Harmful if swallowed. Do not apply over cuts, wounds or irritated skin. Use of this product may cause skin reactions in rare cases. Do not allow children to handle this product. Wash hands before eating, drinking, chewing gum, using tobacco.

Key

- ❖ Optional text/information may or may not be on label. (Optional text) - May be left out of text, used in place of preceding text or in conjunction with preceding text. (Italicized) - for informational purposes only.

FIRST AID

If swallowed:

- Call a poison control center or doctor immediately 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 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 and wash treated skin.

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

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.

- ❖ 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.

Manufactured for: WPC Brands, Inc.
Jackson, WI 53037 Made in the U.S.A.
Questions or comments? Call 1-800-558-6614
www.wpcbrands.com
EPA Reg. No. 305-49 EPA Est. No. 3657-WI-2

Optional marketing claims:

- ❖ 29% DEET
- ❖ Repels: mosquitoes, ticks, biting flies, gnats, fleas & chiggers
- ❖ Hours of effective ((un)scented) protection from mosquitoes, ticks, black flies, gnats, chiggers, no-see-ums, sand flies, deer flies, fleas, biting flies and other biting insects.
- ❖ 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.
- ❖ Developed especially for outdoor activities when effective protection is needed.
- ❖ Effective, long lasting ((un)scented) protection
- ❖ (Un)Scented protection
- ❖ Lawn and Garden Formula
- ❖ Long Lasting Protection
- ❖ Personal Formula

ACCEPTED
with **COMMENTS**
In EPA Letter Dated

April 3, 2008

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No.

305-49