

305-49

10/29/2008

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

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

October 29, 2008

Mr. William H. Metzger,  
Division Vice-President - Regulatory Affairs  
WPC Brands, Inc.  
P.O. Box 4406  
Bridgeton, MO 63044-0406

**Subject: Amended Reregistration Label  
Repel 29 INSECT REPELLENT, EPA Reg. No. 305-49  
Your Submission Dated August 7, 2008**

Dear Mr. Metzger:

The Agency, in accordance with the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, has completed reviewing all of the information submitted with your application to support the reregistration of Repel 29 INSECT REPELLENT (EPA Reg. No. 305-49), in connection the DEET Reregistration Eligibility Decision (RED), and have concluded that your submission is acceptable with the following label revision provision(s):

General Statement:

1. Delete all text throughout the label marked with "strikethrough."

Optional Marketing Claims section comment(s):

2. Delete the 10<sup>th</sup> optional marketing claim. This product is not intended to be applied to lawn or garden areas.

Directions for Use section comment(s):

3. In the 2<sup>nd</sup> paragraph, replace the words "Works on clothing too:" with "For use on outer surfaces of clothing:"

Storage and Disposal Statement section comment(s):

4. To facilitate inclusion of language from PR Notice 2007-1, replace this section with:

**STORAGE AND DISPOSAL**

**Pesticide Storage:** Store this product in a cool, dry place that is inaccessible to children.  
**Container Disposal:** Do not puncture or incinerate! **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. Never place unused product down any indoor or outdoor drain.

Warranty & Disclaimer section comment(s):

- 5. Within forty-five (45) days from the date of this letter, WPC Brands, Inc. should submit a label amendment revising the "**WARRANTY & DISCLAIMER**" section (label statement at bottom left-hand side of page 2 of 2, starting with "NOTICE: Buyer assumes ...") in accordance with the guidance document entitled, "Guidance on Warranty Statements," dated October 17, 2006. This update can be found at the following hyperlink:  
<http://www.epa.gov/pesticides/regulating/labels/warranty.pdf>
- 6. The "**WARRANTY & DISCLAIMER**" section heading must be placed on the top and in a central position above the **WARRANTY & DISCLAIMER** section.

General Comment(s):

- 7. 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.
- 8. The Agency determined in the DEET RED document that all 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.

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.

Should you wish to add/retain a reference to the company's website on your label, please be aware that the website becomes labeling under FIFRA 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) lists 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 be 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 EPA's Office of Enforcement and Compliance Assurance (OECA). As an alternative, you may refer consumers to the company's phone number or e-mail address.

A copy of your label stamped "Accepted with Comments" is enclosed for your records. Please submit two (2) copies of the final printed labeling, incorporating the above changes, before releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing amended labeling constitutes accepting of these conditions.

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,



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

*Enclosure: Label stamped "Accepted with Comments"*  
000305-00049 D400848

# Repel 29

## INSECT REPELLENT

(either in name or stated separately)

### 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, fishermen, 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

Repels mosquitoes that may carry West Nile Virus.]

### Active Ingredients:

DEET ..... 29.0%

Other Ingredients ..... 71.0%

Total ..... 100.0%

KEEP OUT OF REACH OF CHILDREN

CAUTION See back panel for precautions.

Net Weight 6.5 oz (184 g)

[Bracketed Text] = Optional Language

### 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. 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.

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

#### STORAGE AND DISPOSAL

**PESTICIDE STORAGE:** Store the product in a cool, dry place, out of reach of children.

**CONTAINER DISPOSAL:** Do not Puncture or Incinerate! **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 for disposal instructions. Never place unused product down any indoor or outdoor drain.

#### PRECAUTIONARY STATEMENTS

Hazard to Humans and 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.

ACCEPTED  
With COMMENTS  
In EPA Letter Dated:

October 29, 2008

Under the Federal Insecticide, Fungicide and Rodenticide Act, As amended, for the pesticide Registered under EPA Reg. No:

305-49

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

<b>FIRST AID</b>
<p><b>If swallowed:</b></p> <ul style="list-style-type: none"> <li>• Call a Poison Control Center or doctor immediately for treatment advice.</li> <li>• Have person sip a glass of water if able to swallow.</li> <li>• Do not induce vomiting unless told to do so by a Poison Control Center or doctor.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
<p><b>If you suspect a reaction to this product:</b></p> <ul style="list-style-type: none"> <li>• Discontinue use.</li> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>• Call a Poison Control Center or doctor for treatment advice.</li> </ul>
<p>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.</p>

**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.]

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

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

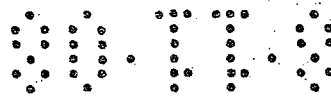
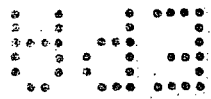
[Questions or comments? Call 1-888-880-1181]

www.wpcbrands.com

EPA Reg. No. 305-49

EPA Est. No. 9688-MO-1

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[Bracketed Text] = Optional Language