



United States  
**Environmental Protection Agency**  
 Washington, DC 20460

Registration  
 Amendment  
 Other

OPP Identifier Number

**Application for Pesticide - Section I**

1. Company/Product Number 305-50	2. EPA Product Manager Joseph Tavano	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Repel 23	PM# 10	
5. Name and Address of Applicant (Include ZIP Code) WPC Brands, Inc. 1 Repel Road Jackson, WI 53037 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. _____ Product Name _____	

**Section - II**

Amendment - Explain below.  Final printed labels in response to Agency letter dated \_\_\_\_\_  
 Resubmission in response to Agency letter dated \_\_\_\_\_  "Me Too" Application.  
 Notification - Explain below.  Other - Explain below.

**NOTIFICATION**  
 MAY 15 2003

**Explanation: Use additional page(s) if necessary. (For section I and Section II.)**

Notification of additional marketing claim per PR Notice 98-10. "Repels mosquitoes that may carry West Nile Virus"

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations of 40 CFR 152.46, no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

**Section - III**

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input checked="" type="checkbox"/> Metal	
* Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt	No. per container
				<input type="checkbox"/> Plastic	
				<input type="checkbox"/> Glass	
				<input type="checkbox"/> Paper	
				<input type="checkbox"/> Other (Specify) _____	
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 1.1, 4, 6, 6.5, 8, 12, 16 oz.		5. Location of Label Directions <input checked="" type="checkbox"/> on label	
6. Manner in Which Label is Affixed to Product		<input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input type="checkbox"/> Other _____	

**Section - IV**

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)

Name Jean Killoren	Title Regulatory Coordinator	Telephone No. (Include Area Code) 800/ 558-6614
-----------------------	---------------------------------	--

**Certification**  
 I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.

2. Signature 	3. Title Regulatory Coordinator	6. Date Application Received (Stamped)
4. Typed Name Jean Killoren	5. Date 4/14/03	



CORPORATE OFFICE

262-677-4121 FAX: 262-677-9006

1 REPEL ROAD • P.O. BOX 198  
JACKSON, WI 53037

5/4

April 25, 2003

Marion Johnson  
Document Processing Desk (NOTIF)  
Office of Pesticide Programs (7504C)  
U.S. Environmental Protection Agency  
Ariel Rios Building  
1200 Pennsylvania Avenue, N.W.  
Washington, D.C. 20460-0001

VIA: US Postal Service  
Certified Mail

RE: Notification – *“Repels mosquitoes that may carry West Nile virus”*

EPA Reg. No. 305-49, Primary Name – *Repel 29*  
~~EPA Reg. No. 305-50, Primary Name – *Repel 23*~~

Dear Mr. Johnson:

WPC Brands, is submitting this notification to add the following marketing claim to both EPA Registration Number 305-49, base name *Repel 29* and EPA Reg. No. 305-50, base name *Repel 23*.

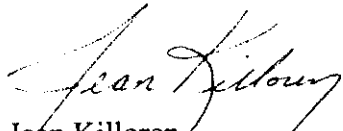
Additional phrase:

*Repels mosquitoes that may carry West Nile virus*

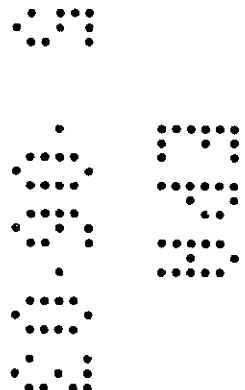
It is intended that this phrase may be added to existing labeling along with new labeling. No other changes have been made to the label or the confidential statement of formula. If you have any questions please give me a call at (800) 558-6614 ext. 115.

Sincerely,

WPC BRANDS, INC.

  
Jean Killoren  
Regulatory Coordinator  
jkilloren@wpcbrands.com

Enc.



3/4

### Master Label

Base Name:

**Repel 23**

#### INSECT REPELLENT

(either in name or stated separately)

Keep Out of Reach of Children

CAUTION: See back panel for precautions.

#### ACTIVE INGREDIENTS:

DEET 23.0%

OTHER INGREDIENTS: 77.0%

TOTAL 100.0%

This product contains petroleum distillates.

Net Weight oz ( gm)

#### 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.

**STORAGE AND DISPOSAL:** PESTICIDE STORAGE; store in a cool, dry place inaccessible to children. PESTICIDE 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. Use of this product may cause skin reactions in rare cases. Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.

#### FIRST AID

##### IF SWALLOWED:

- Immediately call a poison control center or doctor.
- Do not induce vomiting unless told to do so by a poison control center or doctor.
- Do not give any liquid to the person.
- 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 1-800-255-3924.

#### 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.

Made in the U.S.A.

Manufactured for:

WPC Brands, Inc. Jackson, WI 53037

Questions or Comments?

Call 1-800-558-6614 www.wpcbrands.com

EPA Reg. No. 305-50 EPA Est. No. 9688-MO-1

**NOTIFICATION**

**MAY 15 2003**

414

### Master Label

Optional marketing claims:

- ❖ Repel 23 Insect Block
- ❖ 23% 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.
- ❖ Effective, long lasting ((un)scented) protection
- ❖ (Un)Scented protection
- ❖ Long Lasting Protection
- ❖ Repels mosquitoes that may carry West Nile virus

Key

- Highlighted items are added/corrected
- ❖ 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.

