



United States Environmental Protection Agency
Office of Pesticide Programs (H7505C)
Washington, DC 20460
Application for Pesticide:

Registration
Amendment
Other
[X]

OPP Identifier Number

Section I

1. Company/Product Number: 305-50
2. EPA Product Manager: Richard Gebken
3. Proposed Classification: X None Restricted
4. Company/Product (Name): Repel 23
PM#: 10
5. Name and Address of Applicant: WPC Brands, Inc.
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
Resubmission in response to Agency letter dated
X Notification - Explain below
Final printed labels in response to Agency letter dated: NOTIFICATION MAR 22 2004
"Me Too" Application
Other - Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)
Notification per PR Notice 98-10 of change in warranty statement, reformat of label into two column landscape format, and updated address.

Section III

1. Material This Product Will Be Packaged In:
Child-Resistant Packaging: Yes* No
Unit Packaging: Yes No
Water Soluble Packaging: Yes No
2. Type of Container: Metal Plastic Glass Paper Other (Specify)
3. Location of Net Contents Information: Label Container
4. Size(s) of Retail Container
5. Location of Label Directions: On Label On Labeling accompanying product
6. Manner In Which Label is Affixed to Product: Lithograph Paper glued Stenciled Other

Section IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)
Name: Kathie J. Tryson
Title: Regulatory Agent for WPC Brands, Inc.
Telephone No. (Include Area Code): 800-242-1166, ext. 2752

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: Kathie J. Tryson
3. Title: Regulatory Agent for WPC Brands, Inc.
4. Typed Name: Kathie J. Tryson
5. Date: March 19, 2004
6. Date Application Received (Stamped)

Base Name:

Repel 23

INSECT REPELLENT (either in name or stated separately)

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]

Active Ingredients:

DEET	23.0%
Other Ingredients	77.0%
Total	100.0%

This product contains petroleum distillates.

KEEP OUT OF REACH OF CHILDREN

CAUTION See back panel for precautions.

Net Weight 6.5 oz (184 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.

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

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: 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

Hazards 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.

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

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 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.

[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.

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

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

EPA Reg. No. 305-50

EPA Est. No. 9688-MO-1

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WPC Brands, Inc.

NOTIFICATION PER PR NOTICE 98-10

March 19, 2004

Document Processing Desk (NOTIF)
Office of Pesticide Program (7504C)
U.S. Environmental Protection Agency
Room 266 A, Crystal Mall 2
1921 Jefferson Davis Highway
Arlington, VA 22202

Attention: Mr. Richard Gebken, Product Manager 10

Subject: **Notification per PR Notice 98-10**
Repel 23, EPA Reg. No. 305-50

Dear Mr. Gebken:

Enclosed please find our Notification per PR Notice 98-10 to change the warranty statement on the Master Label for the subject product. We are also taking this opportunity to submit the label in a revised two column landscape format and update the address. Finally, please note per my e-mail correspondence with Joe Tavano of your team in November, 2003, that a box format for Storage & Disposal is optional. We would like to retain the option of presenting Storage & Disposal and First Aid in paragraph formats rather than boxes when the actual container label is small, as they often are for insect repellents.


This notification is consistent with the provision of PR Notice 98-10 and the requirements of EPA regulations at 40 CFR 156.10 and 152.46 and 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 156.10 and 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.

The following documents are enclosed in support of this submission:

- Application for Pesticide (EPA Form 8570-1) – Notification.
- One copy of the revised label, plus one with changes highlighted.
- One copy of the EPA stamped approved label and Final printed labeling.

Please call me at 314-683-2752 if you have questions or need further information. Thank you.

Sincerely,


Kathie J. Tryson
Regulatory Agent

