



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

March 3, 2016

Ms. Jessica Goldberg
Sr. Regulatory Affairs Specialist
WPC Brands Inc.
P.O. Box 4406
Bridgeton, MO 63044-04606

Subject: Label Amendment – Add Additional Claims
Product Name: Repel 23
EPA Registration Number: 305-50
Application Date: February 23, 2016
Decision Number: 514523

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) 305-5413, or via email at Saunders.Jennifer@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Urbanski Saunders', with a stylized flourish at the end.

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

Enclosure

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
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	23.0%
Other Ingredients	<u>77.0%</u>
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.

- For use on outer surfaces of clothing: 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: Keep this product in its tightly closed original container, when not in use. Store in a cool, dry (preferably locked) area that is inaccessible to children and animals.

CONTAINER HANDLING: 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.

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.



[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 on this product (including health concerns, medical emergencies or pesticide incidents), you may call 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: 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 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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