



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

**Application for Pesticide:**

<input type="checkbox"/>	Registration
<input type="checkbox"/>	Amendment
<input checked="" type="checkbox"/>	Other

OPP Identifier Number

**Section I**

1. Company/Product Number 305-54	2. Product Manager Marion Johnson	3. Proposed Classification <input type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) SB-10 SPF30	PM# 10	
5. Name and Address of Applicant (include ZIP Code) WPC Brands, Inc Division of United Industries Corp. P.O Box 4406 Bridgeton, MO 63044-0406 <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 labelling to: EPA Reg. No. _____ Product Name _____	

**Section II**

<input type="checkbox"/> Amendment - Explain below	<input type="checkbox"/> Final printed label in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "ME TOO" Application.
<input checked="" type="checkbox"/> Notification - Explain below.	<input type="checkbox"/> Other - explain below

**NOTIFICATION**  
JAN 13 2004

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

Notification per PR Notice 98-10 to reformat label into 2 column landscape, to add "or Chemical Hazards" to the Physical Hazards heading per EPA Label Review Manual, and to make using table format for FIRST AID optional if label is small.

**Section III**

<b>1. Material in Which This Product Will Be Packaged:</b>					
Child-Resistant Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	Water-Soluble Packaging <input type="checkbox"/> Yes <input type="checkbox"/> No	2. Type of Container <input type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input type="checkbox"/> Other (Specify) _____		
* Certification must be submitted.		If "YES," Unit package wgt	No. per container	If "YES," Package wgt	No. per container
3. Location of Net Contents Information <input type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) of Retail Container		5. Location of Label Directions <input type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed To Product <input type="checkbox"/> Lithographed <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled					

**Section IV**

1. Contact Point (Complete items directly below for identification of the individual to be contacted, if necessary, to process this application)		
Name Glenda L. Mah	Title Senior Regulatory Affairs Specialist	Telephone No. (include Area Code) 1-800-242-1166 Ext 3415

**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.

6 Date Application Received (Stamped)

2. Signature 	3. Title Senior Regulatory Affairs Specialist
4. Typed Name Glenda L. Mah	5. Date December 15, 2003

COMBINATION  
JAN 7 2004

Front panel

# SB-10 SPF 30

## INSECT REPELLENT (either in name or stated separately)

Optional marketing claims:

- ❖ Combination Insect Repellent and Sunscreen
- ❖ Unscented Protection From Sun and Mosquitoes.
- ❖ Blocks burns and bites at the same time!
- ❖ Repels Mosquitoes, Ticks, Chiggers, Fleas, no-see ums, Biting Flies, Sand Flies and Gnats.
- ❖ 10% DEET
- ❖ Outdoor protection (for the entire family) in a [smooth] lotion that is not sticky or greasy.
- ❖ Low DEET formulation
- ❖ Family Protection
- ❖ Bug bite and Sunburn protection all in one!
- ❖ Insect Repellent protects against Mosquitoes, Ticks, Chiggers, Fleas, no-see ums, Sand Flies and Gnats!
- ❖ Smooth, pleasant scent
- ❖ Aminobenzoic acid (PABA)-free formula.
- ❖ Insect Repellent with [30 SPF] Sunscreen that actually repels mosquitoes, chiggers, gnats!
- ❖ Provides UVA/UVB protection
- ❖ Provides high protection against sunburn
- ❖ For skin highly sensitive to sunburn
- ❖ High Sun Protection Product
- ❖ Sun Alert: Limiting sun exposure, wearing protective clothing, and using sunscreens may reduce the risks of skin aging, skin cancer, and other harmful effects of the sun.
- ❖ SPF 30
- ❖ Helps prevent sunburn
- ❖ Higher SPF gives more sunburn protection.

ACTIVE INGREDIENTS:

DEET .....	10.0 %
OTHER INGREDIENTS .....	90.0 %
TOTAL	100.0 %

Keep Out of Reach of Children

**WARNING** See back panel for precautions.

NET WT \_\_ OZ (\_\_ g)

Back panel

ACTIVE SUNSCREEN INGREDIENTS:

Homosalate, Octyl methoxycinnamate, Octyl salicylate, Oxybenzone

### 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.**

To repel insects and protect against sunburn, apply evenly on exposed skin areas 15 minutes before exposure. Reapply as needed or after towel drying, swimming or perspiring. Use just enough repellent to cover exposed skin. Do not use under clothing. If used on face, spread 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, sunburned, 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. As with all sunscreens, for children under 6 months of age: ask a doctor.

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

**CONTAINER DISPOSAL:** If empty: Do not reuse this container. Place in trash or offer for recycling if available. If partly filled: Call your local waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

### PRECAUTIONARY STATEMENTS

**Hazards To Humans and Domestic Animals**

**WARNING.** Causes substantial but temporary eye injury. Do not get in eyes. Use of this product may cause skin reactions in rare cases. Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.

4/10

Table format is optional on small labels or where space needs to be preserved.

<b>FIRST AID</b>	
<b>If in eye</b>	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continuing rinsing eye.</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 an emergency call toll free 1-888-880-1181.</p>	

**Physical or Chemical Hazards**

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, beach equipment, 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 U.S.A. by WPC Brands, Inc.  
P. O. Box 4406  
Bridgeton, MO 63044-0406

EPA Est. No. 305-WI-1

EPA Reg. No. 305-54

# United Industries Corp.

## NOTIFICATION PER PR NOTICE 98-10

December 15, 2003

Document Processing Desk (NOTIF)  
Office of Pesticide Programs  
United States Environmental Protection Agency  
Room 266A Crystal Mall 2  
1921 Jefferson Davis Highway  
Arlington, VA 22202

Attention: Marion Johnson  
Product Manager 10

Subject: Notification per PR Notice 98-10  
SB-10 SPF 30  
EPA Reg. No. 305-54

Dear Mr. Johnson:

Please find enclosed our notification per PR Notice 98-10 to reformat the **WPC Brands** label into our two column landscape format. We also took this opportunity to add the words "or Chemical Hazards" to the **Physical Hazards** heading per the EPA Label Review Manual and to add the following statement "*Table format is optional on small labels or where space needs to be preserved*" in reference to using the table format for First Aid.

*This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 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 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:

1. Application for Pesticide (EPA Form 8570-1)
2. Five copies of the proposed label with changes highlighted
3. One copy of the final printed label.
4. One copy of the EPA stamped approved label with subsequent notifications.

Please call me at 1-800-141-1166 Ext 2727 if you have questions or need further information. Thank you very much for your attention to our application.

Sincerely,  
  
Glenda L. Mah  
Senior Regulatory Affairs Specialist

