

305-55

11/15/2010

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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Mr. Eric D. Smith  
WPC Brands, Inc.  
P.O. Box 4406  
Bridgeton, MO 63044

NOV 15 2010

Subject: Label Notification(s) for Pesticide Registration  
Notice 98-10

Dear Mr. Smith:

The Agency is in receipt of your Application(s) for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated October 14, 2010 for the following product(s):

**Repel Permanone**

**EPA Reg. No. 305-55**

The Registration Division (RD) has conducted a review of this request for applicability under PR Notice 98-10 and finds that the label change(s) requested falls within the scope of PRN 98-10. The label has been date-stamped "Notification" and will be placed in our records.

If you have any questions, please contact Linda A. DeLuise at 703-305-5428.

Sincerely,

A handwritten signature in cursive script, appearing to read "Linda A. DeLuise".

f Richard J. Gebken  
Product Manager  
Insecticide Branch  
Registration Division (7504P)



# WPC Brands, Inc.

P.O. Box 4406  
Bridgeton, MO 63044

October 14, 2010

U.S. Environmental Protection Agency  
Office of Pesticide Programs (7504P)  
Document Processing Desk (NOTIF)  
Room S4900, One Potomac Yard  
2777 S. Crystal Drive  
Arlington, VA 22202-4501

Attention: Ms. Linda A. DeLuise  
Product Team 10

Subject: **Notification per PR Notice 98-10 to Add Optional Marketing Claims  
Repel Permanone  
EPA Reg. No. 305-55**

Dear Ms. DeLuise:

In accordance with our correspondence we are resubmitting the following optional marketing claims as a notification under PR Notice 98-10: *For Treatment of Carpeting & Upholstered Furniture; Can be used on dogs & dog bedding.* As you requested, we have modified the claims to be more specific, and in an effort to improve the labeling, and make the label instructions clearer we have replaced *Pet bedding* with *Dog Bedding* throughout the label. All label changes have been highlighted.

*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:

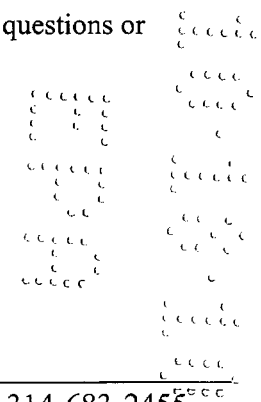
1. Application for Pesticide (EPA Form 8570-1)
2. One copy of the proposed label *with changes highlighted*
3. One clean copy of the proposed label

Please feel free to call me, at 1-800-242-1166 Ext. 2455, should you have any questions or require additional information.

Sincerely,



Eric D. Smith  
Regulatory Affairs Manager



# REPEL® Permanone®

## NOTIFICATION

NOV 15 2010

*(all bulleted points are optional marketing claims)*

- Permethrin Aerosol Spray
- For Control of Fleas, Brown Dog Ticks and Lice [on Premises] [on Dogs]
- Protects your dog from ticks, fleas, mosquitoes and lice for 35 days
- Controls Fleas and Ticks on dogs for 35 days
- Aids in Control of ticks on Dogs for an additional 2 weeks
- For control of ticks which may cause Lyme disease
- Provides 60-day [two months] control of cockroaches
- Provides 60-day [two months] control of fleas on surfaces
- For Domestic use both indoors and outdoors
- For use around doors, windows, screens, patios, and porches
- Insect Repellent For Clothing
- For Treatment of Dog Bedding
- For Treatment of Upholstered Furniture
- For Treatment of nets, Tents, Sleeping Bags and Backpacks
- Contains Permanone®
- Controls Fleas & Ticks
- Repels and Kills Mosquitoes, Ticks, and Mites
- Repels and Kills Ticks which may Carry Lyme Disease and Rocky Mountain Spotted Fever
- Provides Long-Lasting Protection [1 Treatment lasts 2 weeks]
- Unscented Two-Week Protection Repels and Kills Mosquitoes, Ticks and Mites
- Clothing & Gear Insect Repellent Two Week protection (Do not apply to skin)
- CLOTHING & GEAR INSECT REPELLENT – DO NOT APPLY TO SKIN
- CLOTHING TREATMENT ONLY – DO NOT APPLY TO SKIN
- 3 ounce can will treat one complete outfit.
- For Control of Garden Insects on Ornamental Plants
- Guaranteed [Results] [To work, or your money back]
- Can be used on dogs & dog bedding
- For Treatment of Carpeting & Upholstered Furniture

ACTIVE INGREDIENT:

Permethrin .....	0.5 %
OTHER INGREDIENTS .....	99.5 %

Keep Out of Reach of Children

**CAUTION.** See back panel for precautions

NET WT \_\_\_ FL OZ ( \_\_\_ ml)

## STOP. READ ENTIRE LABEL BEFORE EACH USE

### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

#### SHAKE WELL BEFORE USING

Do not allow contact with treated surfaces until spray has dried. When using product do not allow spray to contact food, or water supplies.

Do not water the treated area to the point of run-off.

Do not make applications during rain.

All outdoor applications must be limited to spot or crack-and-crevice treatments only. Except for the following permitted uses:

- 1- Treatment to soil or vegetation around structures

All outdoor applications to impervious surfaces such as sidewalks, driveways, patios, porches and structural surfaces (such as windows, doors, and eaves) are limited to spot and crack-and-crevice applications only. Application is prohibited directly into sewers or drains, or to any area like a gutter where drainage to sewers, storm drains, water bodies, or aquatic habitat can occur. Do not allow the product to enter any drain during or after application.

*(One or more of the following directions must be on the label. Directions must be in agreement with the marketing claims.)*

#### GENERAL CLOTHING INSTRUCTIONS:

This product must not be applied to clothing while it is being worn. Under no circumstances should bare skin or clothing on the body be treated.

For protection against ticks (including those, which may carry Lyme disease), chiggers and mosquitoes, apply product as directed below. For further protection, use in conjunction with an insect repellent registered for direct application to the skin and utilize the following primary preventive measures. Avoid walking in areas where the pests are found, wear appropriate protective clothing (light-colored, long-sleeved shirt and long pants tucked into socks) and inspect body daily for ticks. Pant cuffs should be worn inside the socks or footwear to ensure full protection against ticks and chiggers.

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**INITIAL TREATMENT INSTRUCTIONS:**

- 1 Select a well-ventilated outdoor area protected from wind and layout [or hang] the clothing to be treated (as complete outfit; shirt, pants [trousers] and socks).
- 2 Hold container about 6-8 inches from surface of the clothing and spray with a slow sweeping motion to lightly moisten the entire surface of the fabric.
- 3 Continue spraying over entire outfit, until a total treatment time of 60 seconds has elapsed and the outer surface of the fabric is moist enough to cause a slight color change or darkening. Pay special attention to socks, trouser [pant] cuffs and shirt cuffs.
- 4 Turn the clothing over and treat the other side as described in Steps 2 & 3.
- 5 Hang the treated clothing and allow to dry for at least 2 hours (4 hours under humid conditions) before wearing.
- 6 Three ounces will treat one complete [an average] outfit. Do not exceed recommended spraying times.

**INITIAL TREATMENT INSTRUCTIONS ON NETS, TENTS, SLEEPING BAGS AND BACKPACKS:**

**Do not treat inside of sleeping bag. Spray exterior surfaces of tent only.**

Select a well-ventilated outdoor area protected from wind and layout [or hang] article to be treated. Hold container upright about 6-8 inches from surface of the article and spray with a slow sweeping motion to lightly moisten the surface of the fabric. Continue spraying over entire article, until the outer surface of the article is moist enough to cause a light color change or darkening. Turn the article over and treat the other side as described above. Hang the treated article and allow to dry for at least 2 hours (4 hours under humid conditions) before using.

**RE-TREATMENT INSTRUCTIONS:**

This product contains an active ingredient, which actually binds to the fabric being treated, providing residual protection, which lasts a minimum of two weeks, and holds up through several machine washings. **DO NOT RETREAT CLOTHING MORE THAN ONCE EVERY TWO WEEKS. LAUNDRY CLOTHING AT LEAST ONCE BEFORE RETREATING.** For retreatment, follow instructions for initial treatment.

**DOG, DOG BEDDING AND PREMISES:****USE ONLY ON DOGS:**

To control Fleas, Ticks and Lice: Start spraying at the tail, moving the dispenser rapidly and making sure that the animal's entire body is covered, including the legs and under body. While spraying, fluff the hair so the spray will penetrate to the skin. Make sure spray wets thoroughly, but do not saturate animal. Do not spray into eyes or face. Avoid contact with genitalia. Use protective gloves or mitts when

applying product. Repeat application every two weeks if necessary. **DO NOT USE ON CATS OR KITTENS. Do not use on dogs under twelve (12) weeks old.** Consult a veterinarian before using this product on medicated, debilitated, aged, pregnant or nursing animals. Sensitivities may occur after using ANY pesticide products for pets. If signs of sensitivity occur bathe your pet with mild soap and rinse with large amount of water. If signs continue, consult a veterinarian immediately.

**To control fleas and ticks on dog bedding, premises and upholstered furniture.**

Fleas and Ticks (Adults and Larvae): thoroughly clean or launder dog bedding before treatment. Spray bedding, sleeping quarters, floor coverings and floors, paying special attention to cracks and crevices.

Upholstered furniture may also be treated to control fleas and ticks in these areas. A test application should be made to upholstery in an inconspicuous place before use. Spray upholstery paying particular attention to tufts and seams. Allow to dry before reuse.

**INDOOR APPLICATION**

For spot application only. Do not use as a space spray indoors. In the home, all food processing surfaces and utensils should be covered during treatment or thoroughly washed before use. Exposed food/feed should be covered or removed. Do not use in commercial food/feed handling establishments, restaurants or other establishments where food/feed is commercially prepared, processed or served. For protection against ticks, chiggers, fleas and mosquitoes: Spray around windows, doors, porches, patios, and screens until surface area is damp.

**SURFACE SPRAYING:**

For 60-day [Two months] control of **Cockroaches, Waterbugs, Palmetto Bugs, Scorpions, Millipedes, Centipedes, Sowbugs, Pillbugs, Ants, Silverfish, Firebrats, Spiders, Crickets, Clover Mites, Cheese Mites, Granary Weevils, Rice Weevils, Confused Flour Beetles, Rust Red Flour Beetles, Drugstore Beetles, Meal Worms, Grain Mites and Cadelles:** Direct the spray into hiding places, cracks and crevices, and behind shelves and drawers. For silverfish, spray bookcases. For ants, spray trails, nests and points of entry.

**To control Carpet Beetles:**

Spray edges of carpeting and under carpeting and rugs. Make localized application to floor and baseboards. Spray directly into cracks, crevices and infested areas of shelving. Repeat treatment, as infestation occurs but not more than once every two weeks.

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**To control Bedbugs:**

Spray mattresses lightly, particularly around tufts and seams. Take beds apart and spray in all joints. Treat baseboards, molding and floors. Repeat treatment, as infestation occurs but not more than once every two weeks.

**To control Fleas (adults and larvae) and Ticks**, including Ticks which may carry Lyme disease (adults and larvae): Thoroughly spray infested areas, dog beds, resting quarters, nearby cracks and crevices, along and behind baseboards, moldings, window and door frames and entire areas of floor and floor covering. Fresh bedding should be placed in animal quarters following treatment. Repeat treatment, as infestation occurs but not more than once every two weeks. Allow to dry thoroughly before allowing pets to contact treated areas.

**To control Clothes Moths:**

Remove any infested articles from storage, brush thoroughly, and air for several hours in sunlight, if possible. Apply spray liberally to empty chests, closets, bureaus and other storage's directing the spray into cracks, joints and crevices. After airing, infested articles may be treated lightly. A test application should be made to fabric in an inconspicuous place before use.

**To kill Lice and Louse Eggs:**

**NOT FOR USE ON HUMAN HAIR.** Spray fabric in an inconspicuous area to test for possible staining or discoloration. Inspect again after drying then proceed to spray entire area to be treated. Spray from a distance of 8 to 10 inches. Treat only those garments and parts of bedding, including mattresses and furniture that cannot be either laundered or dry-cleaned. Allow all treated articles to dry thoroughly before use.

**OUT DOOR APPLICATION**

To control ticks, mosquitoes, chiggers and mites use as a residual treatment. For each area listed below, apply until surface is wet.

Treat around windows and doors, porches, screens eaves, patios, garages, under stairways and in crawl spaces where these pests [ticks] may enter.

Treat a band of vegetation and leaf litter 6 to 10 feet wide around the outside of building to help control pests [ticks] from occurring there.

To help control pest [ticks] in outdoor activity areas, treat a band of vegetation and leaf litter 6-10 feet wide and adjacent to activity areas, especially where dense vegetation occurs.

**FOR CONTROL OF GARDEN INSECTS ON ORNAMENTAL PLANTS:**

Spray may damage certain plants. When spraying insects resting on vegetation, first test a few leaves and check after a week for signs of damage. Lightly spray from approximately 18 inches so as to avoid over wetting leaves. Use a sweeping motion. Do not spray flowers directly. Be cautious about wetting tender foliage, young plants and new growth. Do not spray plants when temperatures exceed 90 F. Contact insects directly whenever possible. Repeat treatment as infestation occurs.

For use on roses, dahlias, asters and other ornamentals to kill **Japanese Beetles** hit by sprays as well as **Whiteflies, Aphids, Exposed Thrips, Spiders, Red Mites and Leafminers**. May be used on plants as a multi-purpose spray in small gardens and for spot treatments of incipient insect infestations to prevent spreading in large garden areas.

May also be used on other plants such as African violets, asters, azaleas, begonias, camellias, carnations, chrysanthemums, dahlias, delphiniums, dogwoods, English ivy, eunonymus, fuschia, geraniums, crassula, grape vines, Kentia palms, laurels, marigolds, rhododendrons, rose, rubberplants, snapdragons, stocks, wandering Jews and zinnias

Effective when used as directed against **Whiteflies, Aphids, Spider and Red Mites, exposed Thrips, Lace Bugs, Japanese Beetles, Pavement Ants, Clover Mites and Armyworms**.

Not for use on plants grown for sale or other commercial or research purposes. Not for use in commercial greenhouses.

**STORAGE AND DISPOSAL**

**Storage:** Store in a cool, dry area, inaccessible to children and away from heat or open flame. **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 for disposal instructions.

**PRECAUTIONARY STATEMENTS****Hazards to Humans and Domestic Animals**

**CAUTION.** Causes moderate eye irritation. Harmful if absorbed through the skin. Avoid contact with face, eyes, or skin. Wash thoroughly with soap and water after handling and before eating, drinking, using tobacco or using the toilet.

<p><b>FIRST AID</b></p>
<p><b>IF IN EYES:</b> 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 continue rinsing.</p>
<p><b>IF ON SKIN:</b> Rinse skin immediately with plenty of water for 15-20 minutes.</p>
<p>Call a Poison Control Center or doctor for further treatment advice. Have the product container with you when calling a Poison Control Center or doctor, or going for treatment.</p>

**Physical or Chemical Hazards:**

Contents under pressure. Do not use or store near heat or open flame. Exposure to temperatures above 130°F may cause bursting.

**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 or [www.wpcbrands.com](http://www.wpcbrands.com)

(Optional: Contains no CFC's or other ozone depleting substances. Federal regulations prohibit CFC propellant in aerosols.)

[\*Guaranteed [results or your money back.] If you are not satisfied with this product for any reason, send your written request for a refund to the address below, together with the original dated store receipt showing the price you paid. Please allow 6-8 weeks for processing.]

Made for  
WPC Brands. Inc.  
P. O. Box 4406  
Bridgeton, MO 63044

EPA Est. No. 9688-MO-1

EPA Reg. No. 305-55

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