



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Biopesticides and Pollution Prevention Division (7511C)
401 M Street, S.W.
Washington, DC 20460

EPA Reg. No.:

305-56

Date of Issuance:

DEC - 8 2000

Term of Issuance:

Conditional

Name of Pesticide Product:

REPEL Essential Insect Repellent Lotion

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

WPC Brands, Inc.
1 Repel Road
Jackson, WI 53037

Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Office of Pesticide Programs prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, may at any time cancel or suspend the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under the Act is not to be construed as giving the registrant a right to exclusive use of the name.

On the basis of information furnished, this product is conditionally registered in accordance with FIFRA Sec. 3(c)(7)(A) provided that you:

1. Submit and /or cite all data required for registration/reregistration of your product under FIFRA Sec.3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA Section 4.
2. Submit an oral prenatal developmental toxicity study (OPPTS Test Guideline 870.3700) conducted with the technical grade of the active ingredient (TGA). Because there are no repeated-dose oral toxicity studies on the TGA, a preliminary range-finding study should be conducted. The results should be used to support dose selection for the prenatal study as recommended in paragraph (e)(2)(I)(A) of Test Guideline 870.3700. The TGA should be administered by oral gavage according to the schedule recommended in paragraph (e)(2)(iv) of the Test Guideline. These data are required by July 31, 2001 and are necessary to continue this registration beyond December 31, 2001. On January 1, 2002 this Conditional Registration will expire.
3. Submit three (3) copies of the revised final printed label prior to distribution.

Signature of Approving Official:

Janet L. Andersen, Director
Biopesticides and Pollution Prevention Division

Date:

DEC - 8 2000

WPC Brands, Inc.
EPA File Symbol: 305-56

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REPEL[®] Essential Lotion

Insect Repellent

Effective Repellent for the Whole Family

KEEP OUT OF REACH OF CHILDREN

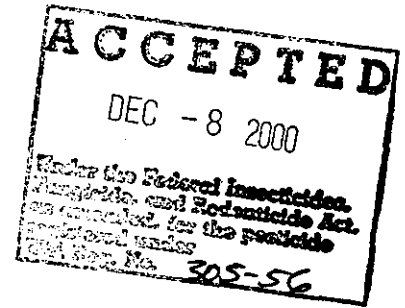
CAUTION:

See back panel for precautions and first aid statements.

ACTIVE INGREDIENTS:
 Oil of Lemon Eucalyptus*30.0 %
 OTHER INGREDIENTS.....70.0 %
 TOTAL.....100.0%

*Approx. 65% *p*-menthane-3,8-diol

Net wt X oz. (XX g)



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.**

To repel insects, rub a smooth even layer on exposed skin areas. Reapply once as needed. Do not apply more than twice per day.

STORAGE AND DISPOSAL: Store in a cool, dry place. Do not reuse empty bottle. Wrap and dispose of in trash.

Precautionary Statements: Hazard to Humans. CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Wash hands thoroughly with soap and water after handling. Harmful if swallowed. Do not allow children to handle this product. May cause skin reactions for some people. Discontinue if irritation or rash appears. Do not apply over cuts, wounds or irritated skin.

First Aid:

If in eyes: Hold eyelids open and flush slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for treatment advice.

If swallowed: Call a poison control center or doctor immediately for treatment advice.

Made in U.S.A. by:
WPC Brands, Inc.
Jackson, WI 53037
For questions or comments?
1(800) 558-6614
www.wpcbrands.com

EPA Reg. No.: 305-56
EPA Est. No.: 305-WI-1

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EPA File Symbol: 305-56

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The following statements are optional marketing claims

- REPEL ESSENTIAL (Lotion/Cream) INSECT REPELLENT is made from a renewable resource.
- Insect Repellent for the (whole or entire) family
- Proven effective against mosquitoes (and deer ticks)
- Protection from annoying mosquitoes (and deer ticks)
- REPELS mosquitoes (and deer ticks)
- Repel Essential repels mosquitoes (and deer ticks) for up to six hours.
- Protects your entire family from mosquitoes (and deer ticks) for up to six hours
- Developed by the London School of Hygiene and Tropical Medicine
- New
- Oil of Lemon Eucalyptus is from a renewable source
- Derived from plant extracts
- Derived from Lemon Eucalyptus
- Plant based (insect repellent)
- Derived from oil obtained from the leaves of the Eucalyptus tree
- Derived from the Eucalyptus tree
- Contains plant extracts (of Lemon Eucalyptus)
- Contains eucalyptus oil
- Outdoor protection
- Clean fresh scent
- Pleasant scent
- Not sticky or greasy
- Lotion (cream) formula

(Optional text)

May be left out of text, used in place of preceding text or in conjunction with preceding text.