

305-56

12-19-2002

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U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Biopesticides and Pollution Prevention Division
401 M St., S.W.
Washington, D.C. 20460

EPA Reg. Number:

305-56

Date of Issuance:

12/19/02

Term of Issuance:

Unconditional

Name of Pesticide Product:

REPEL Essential Insect Repellent Lotion

NOTICE OF PESTICIDE:

Registration
 Reregistration

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 Biopesticides and Pollution Prevention Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered under the Federal Insecticide, Fungicide and Rodenticide Act, as amended).

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, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This registration does not eliminate the need for continual reassessment of the pesticide. If EPA determines at any time, that additional data are required to maintain in effect an existing registration, the Agency will require submission of such data under section 3(c)(2)(B) of FIFRA.

This product is registered in accordance with FIFRA section 3(c)(5) and is subject to the following terms and requirement:

Make the following modifications to your label before you release your product for shipment:

- Change the EPA Reg. No. to 305-56
- Submit five (5) copies of the revised final printed labeling before you release the product for shipment. Refer to the A-79 enclosure for a further description of final printed labeling.

A stamped copy of the label is enclosed for your records.

Signature of Approving Official:

Date:

12/19/02

Janet L. Andersen, Ph.D., Director
Biopesticides and Pollution Prevention Division (7511C)

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MASTER LABEL

REPEL® Essential Insect Repellent Lotion

Effective Repellent for the Whole Family

KEEP OUT OF REACH OF CHILDREN
WARNING:

See back panel for precautions and first aid statements.

ACTIVE INGREDIENTS:

Oil of Lemon Eucalyptus*30.0 %

OTHER INGREDIENTS70.0 %

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.**

(One of the following directions for use is required based on the formulation type/packaging.)

(1. Lotion/Cream formulations, ex. squeeze tube)

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

(2. Spray-able Lotion, example spritzer)

(SHAKE WELL BEFORE USE.) To repel insects, spray on exposed skin, spread evenly with hands after application. Do not spray in enclosed areas. If used on the face, spray on palms of hands first and then apply sparingly, avoiding eyes and mouth. Do not spray directly onto face. (Use on clothing may cause discoloration.) Reapply once as needed. Do not apply more than twice per day.

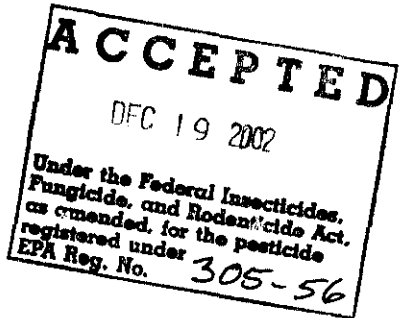
STORAGE AND DISPOSAL: Store in a cool, dry place. If empty: Do not reuse this container. Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency or (1-800-CLEANUP) for disposal instructions. Never place unused product down any indoor or outdoor drain.

Precautionary Statements: Hazard to Humans.
WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. After returning from outdoors, wash product from all exposed skin. Do not allow children to apply this product to themselves. Do not apply to the hands of children. Do not use on children under the age of three years. 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 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 eye.
Call a poison control center or doctor for further treatment advice. Have the product with you when calling a poison control center or doctor, or going for treatment.

Physical or Chemical Hazards: Combustible. Do not use or store near heat or open flame.

EPA Reg. No.: 305-56 EPA Est. No.: 305-WI-1
WPC Brands, Inc. Jackson, WI 53037
For questions or comments? (800) 558-6614
www.wpcbrands.com



MASTER LABEL

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 and tested 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
- ❖ Derived from oil obtained from the leaves of the Eucalyptus tree
- ❖ Derived from the Eucalyptus tree
- ❖ Contains plant extracts (of Lemon Eucalyptus)
- ❖ Extracts of Lemon Eucalyptus
- ❖ Contains eucalyptus oil
- ❖ Outdoor protection
- ❖ Clean fresh scent
- ❖ Pleasant scent
- ❖ Not sticky or greasy
- ❖ Plant based (insect repellent)
- ❖ Lotion (cream) formula
- ❖ Survivor
- ❖ Meets the (Survivor) Challenge
- ❖ Gives Mosquitoes and Deer Ticks the Brush-Off
- ❖ Outwit Outplay Outlast The Australian Outback
- ❖ © 2001 Survivor Productions LLC All Rights Reserved. The Survivor logo is a trademark of Survivor Productions LLC. Used under license from CBS Consumer Products. CBS Enterprises a division of CBS Broadcasting Inc.
- ❖ Long Lasting Protection
- ❖ Eucalyptus citriodora tree
- ❖ Other ingredients consist of water, alcohol, emulsifiers and preservatives.
- ❖ Lotion (Spray or Pump) formulation
- ❖ (Spray-able or Pump) Lotion
- ❖ For easy application
- ❖ Provides a smooth even coverage.
- ❖ Insect Repellent Spray Lotion

Key

Italicized text is for informational purposes

(Optional text) - May be left out of text, used in place of preceding text or in conjunction with preceding text.

- ❖ Optional text/information may or may not be on label

Highlighted area – new text added to this labeling

First Aid statements should be in a solid box or presented in an easy to use fashion.