

Read instructions on reverse before completing form.

Form Approved. OMB No. 2070-0080. Approval expires 2-28-95



United States Environmental Protection Agency Washington, DC 20460

Registration Amendment Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 305-56
2. EPA Product Manager Sheryl Reilly
3. Proposed Classification None Restricted
4. Company/Product (Name) Repel Essential Insect Repellent Lotion
5. Name and Address of Applicant WPC Brands, Inc.
6. Expedited Review

Section - II

Amendment - Explain below. Resubmission in response to Agency letter dated. Notification - Explain below. Final printed labels in response to Agency letter dated. 'Me Too' Application. Other - Explain below.

Explanation: Use additional page(s) if necessary. Notification of spelling error of the active ingredient (p-menthane-3,8-diol). CSF's for both alternate formulations have been corrected.

Section - III

1. Material This Product Will Be Packaged In: Child-Resistant Packaging, Unit Packaging, Water Soluble Packaging, 2. Type of Container, 3. Location of Net Contents Information, 4. Size(s) Retail Container, 5. Location of Label Directions, 6. Manner in Which Label is Affixed to Product

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.) Name: Jean Killoren, Title: Regulatory Coordinator, Telephone No.: 800/ 558-6614. Certification: I certify that the statements I have made on this form... 2. Signature: Jean Killoren, 3. Title: Regulatory Coordinator, 4. Typed Name: Jean Killoren, 5. Date: 1/11/02, 6. Date Application Received (Stamped)

### Master Label

## REPEL<sup>®</sup> 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 INGREDIENTS .....70.0 %

TOTAL ..... 100.0 %

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

Net wt. X oz. (XX g)

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 Made in U.S.A.

### NOTIFICATION

Date Reviewed: 2/25/03

Reviewed By: Rhianelli

Key  
(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  
(Italicized) – for informational purposes only

### 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*)  
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. 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.**  
**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. 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.

## 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.