



U.S. ENVIRONMENTAL PROTECTION AGENCY  
 Office of Pesticide Programs  
 Biopesticides and Pollution Prevention Division (7511P)  
 1200 Pennsylvania Ave., N.W.  
 Washington, D.C. 20460

EPA Reg. Number:

305-64

Date of Issuance:

11/12/2019

NOTICE OF PESTICIDE:

Registration  
 Reregistration  
 (under FIFRA, as amended)

Term of Issuance:

Unconditional

Name of Pesticide Product:

Repel Insect Repellent 30 LE-W

Name and Address of Registrant (include ZIP Code):

United Industries Corp.  
 D/B/A WPC Brands, Inc.  
 P.O. Box 4406  
 Bridgeton, Missouri 63044

**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 (FIFRA or the Act).

Registration is in no way to be construed as an endorsement or recommendation of this product by the U.S. Environmental Protection Agency (EPA). In order to protect health and the environment, the Administrator, on his or her 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 the 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 product is unconditionally registered in accordance with FIFRA section 3(c)(5) provided that you:

1. Submit and/or cite all data required for registration or registration review of your product when the EPA requires all registrants of similar products to submit such data.
2. Submit storage stability and corrosion characteristics (Guidelines 830.6317 and 830.6320) data as these data requirements are not satisfied. A one-year study is required to satisfy these data requirements. You have 18 months from the date of this registration to provide these data to the EPA.

Signature of Approving Official:

Andrew Bryceland, Team Leader  
 Biochemical Pesticides Branch  
 Biopesticides and Pollution Prevention Division (7511P)  
 Office of Pesticide Programs

Date:

11/12/2019

3. Make the following labeling change before you release this product for shipment:
  - Revise the EPA Registration Number to read, “EPA Reg. No. 305-64.”
4. Submit one (1) copy of the final printed labeling for the record before you release this product for shipment.

Should you wish to add/retain a reference to your company’s website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product’s label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should the EPA find or if it is brought to our attention that a website contains false or misleading statements or claims substantially differing from the EPA-approved registration, the website will be referred to the EPA’s Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6. A stamped copy of the labeling is enclosed for your records. Please also note that the record for this product currently contains the following acceptable Confidential Statements of Formula (CSFs):

- Basic CSF dated 09/20/2019
- Alternate CSF #1 dated 09/20/2019

Any CSFs other than those listed above are superseded.

If you have any questions, please contact Menyon Adams of my team by phone at (703) 347-8496 or via email at [adams.menyon@epa.gov](mailto:adams.menyon@epa.gov).

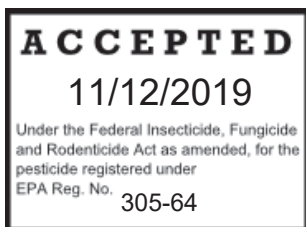
Sincerely,



Andrew Bryceland, Team Leader  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511P)  
Office of Pesticide Programs

# REPEL

## Insect Repellent 30 LE-W



**Active Ingredients:**

Oil of Lemon Eucalyptus*	30.0%
<b>Other Ingredients:</b>	<b>70.0%</b>
<b>TOTAL</b>	<b>100.0%</b>

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

KEEP OUT OF REACH OF CHILDREN

**CAUTION:** See [side] [back] [panel] [booklet] for precautions and first aid statements

Net Wt: x oz (x g) y – z” x z” Wipes

[Bracketed Text] = Optional language {Bracketed Text} = Note to Reviewer

**{OPTIONAL MARKETING LANGUAGE}**

[Repel Insect Repellent 30 LE-W is designed to repel mosquitoes for up to six hours. This unique formula is guaranteed to repel mosquitoes. You can use Repel Insect Repellent 30 LE-W with confidence knowing that it will not harm your fishing line, camping gear, watch crystals or tackle box. Apply Repel Insect Repellent 30 LE and get your adventure started. Convenient towelette for easy application]

You can use Repel Insect Repellent 30 LE-W with confidence knowing that it will not harm your fishing line, camping gear, watch crystals or tackle box. Apply Repel Insect Repellent 30 LE-W and get your adventure started.

The active ingredient in Repel Insect Repellent 30 LE-W is derived from the leaves of the Lemon Eucalyptus tree.]

**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. **Read and follow all directions and precautions on this product label.**

Remove the lid from the container by pulling upward. Remove the protective foil. Lift flap on lid. Pull up the center towelette and thread the corner of towelette through the open flap in lid; **DO NOT** push finger through lid opening. Replace lid on container. Towelettes should be pulled at an angle to dispense one at a time. The lid should be tightly closed on container between uses to keep towelettes from drying out. [Optional directions for a single packet towelette: Tear open foil pack.]

Unfold towelette and wipe evenly over exposed skin. Use just enough repellent to cover exposed skin. Do not use under clothing. When using on face, apply sparingly, avoiding eyes. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply over cuts, wounds or irritated skin. Do not apply to sunburned skin. Do not apply to children’s hands. Do not allow children to handle this product. [Frequent reapplication is un-necessary.] Avoid over-application of this product. After returning indoors, wash treated skin with soap and water. Reapply once as needed. Do not apply more than twice per day.

**{Optional Directions for Flexible (Pouch) Packaging}**

Tear open package [along the dotted line] beginning at the notch. Gently pull the top towelette out of the pouch. Towelettes should be pulled at an angle to dispense one at a time. Reseal the pouch to prevent the wipes from drying out between uses. Unfold towelette and wipe evenly over exposed skin. Use just enough repellent to cover exposed skin. Do not use under clothing. When using on face, apply sparingly, avoiding eyes. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply over cuts, wounds or irritated skin. Do not apply to sunburned skin. Do not apply to children’s hands. Do not allow children to handle this product. [Frequent reapplication is un-necessary.] Avoid over-application of this product. After returning indoors, wash treated skin with soap and water. Reapply once as needed. Do not apply more than twice per day.

**STORAGE AND DISPOSAL:** Do not contaminate water, food, feed by storage or disposal. Store the product in a cool, dry place, out of reach of children. **If empty:** Nonrefillable container. Do not reuse or refill this container. Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

**PRECAUTIONARY STATEMENTS**

**Hazards to Humans and Domestic Animals**

**CAUTION.** Causes moderate eye injury. Avoid contact with eyes or clothing. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet. 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**

<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. Call a poison control center or doctor for treatment advice.</p>
<p>Have the product container or label with you when calling a Poison Control Center or doctor, or going for treatment. In case of emergency call 1-888-880-1181.</p>

**Physical or Chemical Hazards**

**FLAMMABLE.** Do not use or store near heat or open flame.

**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

United Industries D/B/A WPC Brands, Inc.  
PO Box 4406  
Bridgeton, MO 63044

EPA Reg. No. 305-XX                      Est. No. 9688-MO-1  
© 2019    Batch Code:

**{OPTIONAL MARKETING CLAIMS}**

1. Gives Mosquitoes the Brush-Off
2. Repels [annoying] mosquitoes
3. Delivers up to 6 hours of repellency of Mosquitoes
4. Repels up to 6 hours against mosquitoes
5. Repels mosquitoes [for] up to 6 hours
6. Won't harm [your] gear
7. Will not [melt][damage][weaken] your fishing line
8. Will not harm watch crystals, tackle boxes, backpacks, fishing line, tents or bedding.
9. Goes on easy
10. Lemon Eucalyptus scent
11. Cool, refreshing [lemon eucalyptus] scent
12. Fisherman's Formula
13. Effective, Dependable mosquito repellency for up to six hours
14. Unique formula
15. New *{to be removed 6 months after first shipment}*
16. [Contains][made with] Oil of Lemon Eucalyptus
17. Powered by Citriodiol® Nature's Repellent (logo)
18. Active ingredient derived from [the leaves of] the Lemon Eucalyptus tree
19. [By][From][Brought to you by] the makers of Repel®
20. Not Sticky or greasy
21. Repels mosquitoes including those that may transmit West Nile Virus for up to six hours
22. Repels annoying mosquitoes
23. Cool Lemon Eucalyptus scent
24. Repels mosquitoes [including those] that may [transmit] [carry] West Nile Virus [for up to six hours]
25. Protects[s] [ion] against [the] mosquitoes that may carry [Eastern Equine Encephalitis] EEE.
26. Repels mosquitoes that may carry the [Chikungunya], [Zika], [Dengue] and [West Nile] virus
27. Repels mosquitoes that may transmit the [Chikungunya], [Zika], [Dengue] and [West Nile] virus
28. Travel [pack][pak][size]
29. [Soft] [Pack][Pak][Size]
30. [Ideal] [package] for [purses][backpacks][tackle boxes][beach bags]
31. Will not dry out
32. Easy to use Towelettes/Wipes
33. Easy to use and/carry protection
34. Mess free/wipe on protection
35. New Packing / New Easy to Use Wipes/Towelettes *{to be removed 6 months after first shipment}*
36. Contains Lemon Eucalyptus Oil
37. Active Ingredient extract of Lemon Eucalyptus
38. Active Ingredient Derived from Plant Extracts

[Bracketed Text] = Optional language    *{Bracketed Text}* = Note to Reviewer

- 
39. Active Ingredient Derived from Lemon Eucalyptus
  40. Contains plant extracts [of Lemon Eucalyptus]
  41. Plant Derived Ingredients
  42. Botanically-based active ingredient
  43. Plant-based active ingredient
  44. Unique plant-based active ingredient
  45. Powered by Citriodiol® [Nature's Repellent] [(logo)]
  46. [Contains] [a] Botanical [Active] Ingredient[s]
  47. [Contains] [a] Botanically-Derived [Active] Ingredient[s]
  48. [Contains] Oil of Lemon Eucalyptus [,] [is] a Botanical [Active Ingredient] [Ingredient] [Product]
  49. [Contains] Oil of Lemon Eucalyptus [,] [is] a Botanically-Derived [Active Ingredient] [Ingredient] [Product]
  50. [Contains] Oil of Lemon Eucalyptus [,] [is] [a] [an] [Active Ingredient] [Ingredient] [Product] derived from plants
  51. [Contains] Oil of Lemon Eucalyptus [,] [is] [a] [an] [Active Ingredient] [Ingredient] [Product] derived from plants
  52. [Contains] Oil of Lemon Eucalyptus derived from [the leaves of] the Lemon Eucalyptus tree