

806-29

08/26/2008

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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

J. Michael Kelley, Ph.D.
Authorized Representative for Avon Products, Inc.
c/o toXcel
P.O. Box 363
7140 Heritage Village Plaza
Gainesville, VA 20156

AUG 26 2008

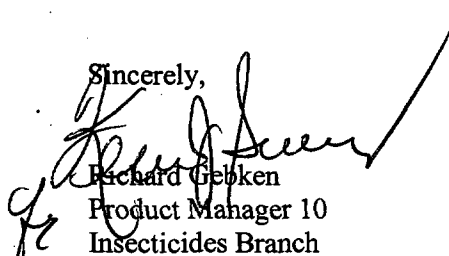
Dear Dr. Kelley,

Subject: Non-Fast Track Amendments (PRIA)
Product Name: Avon Skin-So-Soft SSS Bug Guard Plus Picaridin Insect Repellent
EPA Reg. No. 806-29
Product Name: Avon Skin-So-Soft SSS Bug Guard Plus Picaridin Insect Repellent
Towelettes
EPA Reg. No. 806-30
Product Name: Avon Skin-So-Soft SSS Bug Guard Plus Picaridin Insect Repellent Spray
EPA Reg. No. 806-31
Applications dated April 9, 2008

The label amendments above, submitted in connection with the Federal Insecticide,
Rodenticide, and Fungicide Act, are acceptable.

A stamped copy of each label is enclosed for your records. Please submit one copy of
each final printed label. If you have any questions, please contact Kevin Sweeney at (703) 305-
5063. Thank you for your cooperation in this matter.

Sincerely,


Richard Gebken
Product Manager 10
Insecticides Branch
Registration Division (7505P)

Enclosure

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FRONT OF CONTAINER:

AVON
 SKIN-SO-SOFT
 S
 S
 S
 BUG GUARD PLUS
 PICARIDIN
 INSECT REPELLENT

[ALTERNATE BRAND NAME #1:]

AVON
 SKIN-SO-SOFT
 S
 S
 S
 PICARIDIN
 INSECT REPELLENT

[ALTERNATE BRAND NAME#2:]

AVON
 BUG GUARD PLUS
 PICARIDIN
 INSECT REPELLENT

KEEP OUT OF REACH OF CHILDREN
 CAUTION

See back panel for additional precautionary statements

ACTIVE INGREDIENT:

Picaridin

10.0%

OTHER INGREDIENTS:

90.0%

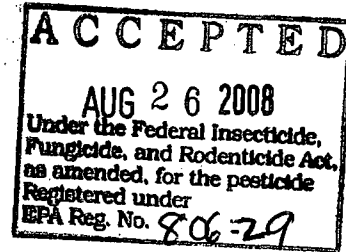
TOTAL:

100.0%

4 OZ. (113.4 g)

[6 OZ. (170.1g)]

[2 OZ. (56.7g)]



[Text within brackets is optional and may appear on the back of container label]

BACK OF CONTAINER:

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. Hold container 6 to 8 inches from skin and spray with a slow sweeping motion liberally and evenly. Do not spray in enclosed areas. Do not apply under clothing, on cuts, wounds, freshly shaved, excessively sunburned or irritated skin. **TO APPLY TO FACE:** Spray palm of hand and rub on, avoiding the eye and lip area. Use sparingly around ears. Use just enough repellent to cover exposed skin. Avoid over application of product. Do not allow children to handle this product. When applying to children, apply to your own hands and then put it on the child. Do not apply directly to children's hands. **FOR CONTINUED PROTECTION** from deer ticks, gnats, no-see-ums, sand flies and biting midges reapply after 7 hours; for mosquitoes reapply after 6 hours; for black flies reapply after 3 hours. Do not exceed 2 applications per day.

STORAGE: Store in cool, dry place away from heat or flame.

DISPOSAL: Do Not Puncture or Incinerate! **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.

PRECAUTIONARY STATEMENTS: Hazards to Humans. Caution: Harmful if swallowed. Causes moderate eye irritation. Avoid contact with eyes and do not spray on face. Wash thoroughly with soap and water after handling, returning indoors, and before eating, drinking, chewing gum, or using tobacco. Wash treated clothing before wearing again. Discontinue use and consult a doctor if irritation or rash occurs.

FIRST AID	
If in eyes:	<ul style="list-style-type: none"> • 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 treatment advice.
If swallowed	<ul style="list-style-type: none"> • Call a poison control center or doctor immediately for treatment advice. • Have person sip a glass of water if able to swallow. • Do not induce vomiting unless told to by a poison control center or doctor. • Do not give anything to an unconscious person.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-FOR-AVON for emergency medical treatment information.	

PHYSICAL HAZARDS - FLAMMABLE: Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting. Keep treated surface away from fire or flame until dry. [Intentional misuse by deliberately concentrating and inhaling contents may be harmful or fatal.]

To order, see an Avon Representative, or call 1-800-FOR-AVON. www.avon.com

[Not for sale or use after expiration date.]

EPA Reg. No. 806-29

EPA Est. No. [013891-IN-001] **PI**, 013891-IN-001, 054487-GA-001 **XP**, 013891-IN-001

[Boxed letters are first letters of lot number]

AVON PRODUCTS, INC., DISTR.

1251 AVE. OF THE AMERICAS, NY, NY 10020

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Bottom of Container:

Day Lot Code

Exp. Year / Month

[Note to reviewer: The following statements, including those within brackets, are optional AND may appear on the product label AND / OR in marketing collateral materials AND the use of punctuation marks for each statement is optional]

Contains Vitamin E

With Vitamin E

Vitamin E

[Contains] Bayrepel®

Bayrepel® is a registered trademark of Lanxess

U.S. Patent Nos. 6,719,959, 6,969,521 and 7,150,878

Outdoor Cool™ Scent

Outdoor Cool™

Pleasantly scented

Easy to apply

Sprays at any angle

Light feeling spray

Non-oily

Not oily

Non-greasy

Not greasy

Light feel

Quick drying

Fast drying

Will not harm most plastics or synthetic fabrics

May damage painted or varnished surfaces, including nail polish

For active [family] lifestyles

Suitable for the [entire] [whole] family

Provides the whole family with an effective [broad-spectrum] outdoor insect repellent

Protection for the [entire] [whole] family

Strong protection for the [entire] [whole] family

[Strong] [Dependable] Protection

Effective, dependable protection

Provides strong and dependable [protection] [repellency]

[Repellency -] Avon's exclusive formula [with Picaridin] provides strong and dependable [repellency] [protection] against mosquitoes, deer ticks, gnats, no-seeums, sand flies, biting midges and black flies

[Repellency -] Patented technology that provides strong and dependable [repellency] [protection] against mosquitoes, deer ticks, gnats, no-seeums, sand flies, biting midges and black flies

Exclusive patented technology

Exclusive patented enhanced duration technology

Exclusive patented time-release technology

Patented time-release technology

Time-release formula

Time-release

Patented controlled-release technology

Controlled-release formula

Controlled-release

Creates an effective barrier of protection to repel [insects] [mosquitoes] [deer ticks] [mosquitoes and deer ticks] [gnats, no-seeums, sand flies and biting midges]

Strong and long-lasting [repellency] [protection] against mosquitoes [for] [up to] 6 hours

Strong and long-lasting [repellency] [protection] against deer ticks [for] [up to] 7 hours

Strong and long-lasting [repellency] [protection] against mosquitoes [for] [up to] 6 hours and deer ticks [for] [up to] 7 hours

Strong [repellency] [protection] against mosquitoes, deer ticks, gnats, no-seeums, sand flies, biting midges and black flies

Long-lasting [repellency] [protection] against mosquitoes, deer ticks, gnats, no-seeums, sand flies and biting midges

Strong and long-lasting [repellency] [protection] against mosquitoes, deer ticks, gnats, no-seeums, sand flies and biting midges

Repels gnats, no-seeums, sand flies and biting midges

Repels gnats, no-seeums, sand flies and biting midges up to 7 hours

Repels gnats, no-seeums, sand flies and biting midges for 7 hours

Repels black flies

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Repels black flies up to 3 hours

Repels black flies for 3 hours

Strong [repellency] [protection] against mosquitoes

Long-lasting [repellency] [protection] against mosquitoes

Prevents mosquitoes from biting [for 6 hours]

Strong [repellency] [protection] against deer ticks

Long-lasting [repellency] [protection] against deer ticks

Strong [repellency] [protection] against mosquitoes and deer ticks

Repels mosquitoes

Repels mosquitoes up to 6 hours

Repels mosquitoes for 6 hours

Repels mosquitoes that may [carry] [transmit] West Nile Virus up to 6 hours

Repels mosquitoes that may [carry] [transmit] West Nile Virus for 6 hours

Repels mosquitoes that may [carry] [transmit] West Nile Virus

Repels deer ticks

Repels deer ticks up to 7 hours

Repels deer ticks for 7 hours

Repels deer ticks that may [carry] [transmit] Lyme Disease up to 7 hours

Repels deer ticks that may [carry] [transmit] Lyme Disease for 7 hours

Repels deer ticks that may [carry] [transmit] Lyme Disease

Made in the USA