

1021-1746

11/20/2012

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

OFFICE OF
CHEMICAL SAFETY
AND POLLUTION PREVENTION

NOV 20 2012

Mr. Jeffrey Nelson
McLaughlin Gormley King Company
8810 Tenth Avenue North
Minneapolis, MN 55427

Subject: Label Notification(s) for Pesticide Registration 98-10

Dear Mr. Nelson:

Subject: Adding Marketing Claims
EPA Registration Number: 1021-1746
Date of Submission: September 6, 2012
Decision: 469638

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated September 6, 2012 for the product EVERCIDE® Permethrin Insect Repellent 27701. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action(s) requested fall within the scope of PRN 98-10. The Confidential Statement of Formula (CSF) and/or label submitted with the application has (have been stamped "Notification" and will be placed in our records.

If you have any questions, please contact Melody Banks on 703 305-5413.

Sincerely,

A handwritten signature in black ink that reads "Richard Gebken".

Richard Gebken
Product Manager
Insecticide Branch
Registration Division (7504P)



United States
Environmental Protection Agency
Washington, DC 20460

Registration
Amendment
 Other

OPP Identifier Number

Application for Pesticide - Section I

1. Company/Product Number 1021-1746	2. EPA Product Manager Richard Gebken	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) EVERCIDE® Permethrin Insect Repellent 27701	PM# 10	
5. Name and Address of Applicant (Include Zip Code) McLAUGHLIN GORMLEY KING COMPANY 8810 TENTH AVENUE NORTH MINNEAPOLIS, MN 55427	6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: NOTIFICATION EPA Reg. No. _____ Product Name _____	
<input type="checkbox"/> Check if this is a new address		

Section - II

Amendment - Explain below. Final printed labels in response to Agency letter dated _____

Resubmission in response to Agency letter dated _____ "Me Too" Application.

Notification - Explain below. Other - Explain below.

Explanation: Use additional page(s) if necessary. (For section I and Section II.)

Notification per PR-Notice 98-10.

Section - III

1. Material This Product Will Be Packaged In:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		<input checked="" type="checkbox"/> Metal	
	If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	<input type="checkbox"/> Plastic	
			No. per container	<input type="checkbox"/> Glass	
*Certification must be submitted				<input type="checkbox"/> Paper	
				<input type="checkbox"/> Other (Specify)	
3. Location of Net Contents information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 2 oz to 24 oz		5. Location of Label Directions <input checked="" type="checkbox"/> On Label <input type="checkbox"/> On Labeling accompanying product	
6. Manner in Which Label is Affixed to Product		<input checked="" type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled		<input checked="" type="checkbox"/> Other	

Section - IV

1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Jeffrey Nelson	Title Regulatory Affairs Specialist	Telephone No. (Include Area Code) (763) 593.3440
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law.		6. Date Application Received (Stamped)
2. Signature 	3. Title Regulatory Affairs Specialist	
4. Typed Name Jeffrey Nelson	5. Date 9/6/2012	

EVERCIDE® PERMETHRIN Insect Repellent 27701

[] OR () indicates alternate or optional wording

- [Earth scent] [Fall Blend] [Scent Shield®] [Hunter's Insect Repellent] [Unscented]
- [Unscented Insect Repellent] [For Clothing & Gear]
- [For Treatment of Dog Bedding] [For Treatment of Upholstered Furniture]
- [For Treatment of Nets, Tents, Sleeping Bags and Backpacks]
- [Controls Fleas & Ticks] [Repels and Kills Mosquitoes, Ticks, and Mites]
- [Repels and Kills Ticks That May Carry Lyme disease and Rocky Mountain Spotted Fever]
- [Provides Long-lasting Protection - 1 Treatment Lasts 2 Weeks!]
- [CLOTHING TREATMENT ONLY - DO NOT APPLY TO SKIN]
- [One 3.0 Ounce Can will Treat One Complete Outfit]
- [One 6.0 Ounce Can will Treat Two Complete Outfits]
- [For Domestic Use Both Indoors and Outdoors]
- [For Control of Fleas, Brown Dog Ticks, and Lice on Premises]
- [For Premise Control of Ticks Which may Cause Lyme Disease]
- [Provides 60-Day [Two Months] Control of Cockroaches]
- [Provides 60-Day [Two Months] Control of Fleas]
- [Provides 60-Day [Two Months] Control of Stored Product Pests]
- [60-Day Control of Cockroaches, Spiders & Ants]
- [Kills Stink Bugs, Brown Marmorated Stink Bugs (BMSB), Asian Lady Beetles, and Boxelder Bugs]
- [Kills & repels seasonal insects]
- [Apply directly to window screens, sills & surrounding areas]
- [Apply directly to window screens & sills for maximum protection]
- [Provides (long-lasting) (residual) protection]
- [Apply directly to window screens, sills & surrounding areas for maximum protection]
- [Help avoid seasonal infestations of home invading insects]
- [Help protect your home from seasonal insect invasions]
- [Targeted home application kills & repels seasonal insects]
- [Targeted home application helps protect from seasonal insect invasions]
- [Targeted home application kills & repels invasive insects]
- [Treat windows & other common entry points to avoid seasonal infestations]
- [Can be applied to spaces where invading insects commonly enter home - to both kill & repel]
- [Apply to areas where insects commonly enter home to help avoid seasonal infestations]
- [Apply directly to window screens, sills & surrounding areas to kill & repel persistent insects]
- [Can be applied directly to window screens, sills & surrounding areas to kill & repel persistent insects]
- [Kills & repels [listed] [seasonal] [Asian Lady Beetles], [Fleas], [Spiders], [Flies], [insects] [for] up to 60 days]
- [Repels [listed] [seasonal] [Asian Lady Beetles], [Fleas], [Spiders], [Flies], [insects] [for] up to 60 days]

NOTIFICATION
E07 2 0 2012

ACTIVE INGREDIENT:

Permethrin [(3-Phenoxyphenyl) methyl (+ or -) cis-trans-3-(2,2-dichloroethenyl) 2,2-dimethylcyclopropanecarboxylate] 0.50%

OTHER INGREDIENTS 99.50%

100.00%

Cis-trans isomers ratio: Min. 35% (+ or -) cis and Max. 65% (+ or -) trans

EVERCIDE®, MGK® - Registered trademarks of McLaughlin Gormley King Company

KEEP OUT OF REACH OF CHILDREN CAUTION

FIRST AID	
IF ON SKIN OR CLOTHING:	<ul style="list-style-type: none"> • Take off contaminated clothing. • Rinse skin immediately with plenty of water for 15-20 minutes. • Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor or going for treatment. For information regarding medical emergencies or pesticide incidents, call 1-888-740-8712.	

Manufactured by



8810 Tenth Avenue North
Minneapolis, MN 55427

EPA Reg. No. 1021-1746

EPA Est. No. 1021-MN-2

Net Contents: _____

PRECAUTIONARY STATEMENTS
HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION

Avoid contact with skin or clothing. Prolonged or frequently repeated skin contact may cause allergic reaction in some individuals. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

ENVIRONMENTAL HAZARDS

This pesticide is extremely toxic to aquatic organisms, including fish and invertebrates. Do not apply directly to or near water. Drift and run-off may be hazardous to fish in water adjacent to treated areas. Do not contaminate water when disposing of equipment, washwater, or rinsate. See Directions for Use for additional precautions and requirements.

This pesticide is highly toxic to bees exposed to direct treatment on blooming crops or weeds. Do not apply this product or allow it to drift to blooming crops or weeds while bees are actively visiting the treatment area.

PHYSICAL OR CHEMICAL HAZARDS

Contents under pressure. Do not use or store near heat or open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

SHAKE WELL BEFORE USING

Do not apply this product to clothing while it is being worn. Under no circumstances should bare skin or clothing on the body be treated.

Do not apply this product in a way that will contact adults, children or pets, either directly or through drift.

Not for broadcast use on indoor residential surfaces.

Do not allow contact with treated surfaces until spray has dried. Do not allow spray to contact food, or water supplies.

Avoid contamination of feed and foodstuffs. Remove pets and birds and cover fish aquariums before surface applications. Do not use on humans. Do not allow children or pets to contact treated areas until surfaces are dry.

Do not use in commercial food/feed handling establishments, restaurants or other commercial facilities where food is commercially prepared, processed, or served.

Do not use in institutions, schools, office buildings or similar commercial buildings.

Do not use in aircraft cabins.

Do not water treated area to the point of run-off.

Do not make applications during rain.

All outdoor applications must be limited to spot or crack-and-crevice treatments only, except for the following permitted uses:

- (1) Treatment to soil or vegetation around structures;
- (2) Applications to vegetation.

Except when applying to fabric, do not allow adults, children, or pets to enter until sprays have dried.

GENERAL INSTRUCTIONS FOR CLOTHING TREATMENT:

For protection against Ticks (including those which may carry Lyme disease), chiggers and mosquitoes, apply product as directed below. For further protection, use in conjunction with an insect repellent registered for direct application to the skin and utilize the following primary preventive measures. Avoid areas where the pests are found, wear appropriate protective clothing (light-colored, long-sleeved shirt and long pants tucked into socks) and inspect body daily for ticks. Pant cuffs should be worn inside the socks or footwear to ensure full protection against ticks and chiggers.

INITIAL TREATMENT INSTRUCTIONS:

1. Select a well-ventilated outdoor area protected from wind and lay out the clothing to be treated (as complete outfit; shirt, trousers and socks).
2. Hold can upright about 6 to 8 inches from surface of the [article or] clothing and spray with a slow sweeping motion to lightly moisten the surface of the fabric.
3. Continue spraying over entire [article or] outfit, until [a total treatment time of 60 seconds has elapsed and] the outer surface of the fabric is moist enough to cause a slight color change or darkening. Pay special attention to socks, trouser cuffs and shirt cuffs.
4. Turn the [article or] clothing over and treat the other side as described in Steps 2 & 3.
5. Hang the treated [article or] clothing and allow to dry for at least 2 hours (4 hours under humid conditions) before wearing.
6. One can will treat one [two] complete outfit(s). Do not exceed listed spraying times.

RETREATMENT INSTRUCTIONS:

This product contains an active ingredient which actually binds to the fabric being treated, providing residual protection which lasts a minimum of two weeks, and holds up through several machine washings. DO NOT RETREAT CLOTHING MORE THAN ONCE EVERY TWO WEEKS. LAUNDRY CLOTHING AT LEAST ONCE BEFORE RETREATING. For retreatment, follow instructions for initial treatment.

INITIAL TREATMENT INSTRUCTIONS ON NETS, TENTS, SLEEPING BAGS AND BACKPACKS:

Do not treat inside of sleeping bag. Spray exterior surfaces of tent only.

Select a well-ventilated outdoor area protected from wind and lay out article to be treated. Hold clean upright about 6 to 8 inches from surface of the article and spray with a slow sweeping motion to lightly moisten the surface of the fabric. Continue spraying over entire article, until the outer surface of the article is moist enough to cause a light color change or darkening. Turn the article over and treat the other side as described in steps 2 and 3. Hang the treated article and allow to dry for at least 2 hours (4 hours under humid conditions) before using.

RETREATMENT INSTRUCTIONS:

This product contains an active ingredient that actually binds to the fabric being treated, providing residual protection that lasts a minimum of two weeks. DO NOT RETREAT ARTICLES MORE THAN ONCE EVERY TWO WEEKS. For retreatment, follow instructions for initial treatment.

DOG BEDDING AND PREMISES:

EVERCIDE® PERMETHRIN Insect Repellent 27701 can also be used to control fleas and ticks on pet bedding, premises and upholstered furniture.

TO CONTROL FLEAS (ADULTS AND LARVAE) AND TICKS, INCLUDING TICKS WHICH MAY CARRY LYME DISEASE (ADULTS AND LARVAE):

Thoroughly clean or launder pet bedding before treatment. Spray to lightly moisten bedding, sleeping quarters, floor covering and floor, paying special attention to cracks and crevices. Upholstered furniture may also be treated to control fleas and ticks in these areas. A test application should be made to upholstery in an inconspicuous place before use. Spray to lightly moisten upholstery paying particular attention to tufts and seams. Allow to dry thoroughly before reuse or allowing pets to contact treated areas. Also, treat your yard with a product registered for yard application.

INDOOR APPLICATION:

For spot application only. Do not use as a space spray indoors. In the home, all food processing surfaces and utensils should be covered during treatment or thoroughly washed before use. Exposed food/feeds should be covered or removed.

SURFACE SPRAYING:

For 60-day (two months) control of COCKROACHES, WATERBUGS, PALMETTO BUGS, SCORPIONS, MILLIPEDES, CENTIPEDES, SOWBUGS, PILLBUGS, ANTS, SILVERFISH, FIREBRATS, SPIDERS, CRICKETS, STINK BUGS, BROWN MARMORATED STINK BUGS (BMSB), ASIAN LADY BEETLES, BOXELDER BUGS, CLOVER MITES, CHEESE MITES, GRANARY WEEVILS, RICE WEEVILS, CONFUSED FLOUR BEETLES, RUST RED FLOUR BEETLES, DRUGSTORE BEETLES, MEAL WORMS, GRAIN MITES AND CADELLES: Direct the spray into hiding places, cracks and crevices, and behind shelves and drawers. Spray until damp but not to the point of runoff. For Silverfish, spray bookcases. For Ants, spray trails, nests and points of entry.

TO CONTROL CARPET BEETLES: Spray to lightly moisten edges of carpeting and under carpeting and rugs. Make localized application to floor and baseboards. Spray until damp but not to the point of runoff directly into cracks, crevices and infested areas of shelving.

TO CONTROL BEDBUGS: Spray mattresses to lightly moisten, particularly around tufts and seams. Take beds apart and spray in all joints until damp but not to the point of runoff. Allow to dry thoroughly before remaking bed. Treat baseboards, moldings and floors until damp but not to the point of runoff.

TO CONTROL CLOTHES MOTHS: Remove any infested articles from storage, brush thoroughly and air for several hours in sunlight if possible. Apply spray until damp but not to the point of runoff to empty chests, closets, bureaus and other storages directing the spray into cracks, joints and crevices. After airing, infested articles may be treated by spraying lightly to moisten keeping nozzle at least three feet from fabric to avoid staining.

TO KILL LICE AND LOUSE EGGS: Spray in an inconspicuous area to test for possible staining or discoloration. Inspect again after drying then proceed to spray lightly to moisten entire area to be treated. Spray from a distance of 8 to 10 inches. Treat only those garments and parts of bedding including mattresses and furniture that cannot be either laundered or dry-cleaned. Allow all treated articles to dry thoroughly before use.

TO CONTROL BEDBUGS AND MITES IN RESIDENTIAL POULTRY HOUSES: Spray until damp but not to the point of runoff crevices, roof poles, cracks in walls and cracks in nests where the bedbugs and mites hide.

OUTDOOR APPLICATION:

TO CONTROL TICKS INCLUDING TICKS WHICH MAY CARRY LYME DISEASE (PERIMETER TREATMENT): Use EVERCIDE® Permethrin Insect Repellent 27701 as a residual treatment to control TICKS including the DEER TICK (*Ixodes dammini*), LONE STAR TICK (*Amblyomma americanum*), BROWN DOG TICK (*Rhipicephalus sanguineus*), AMERICAN DOG TICK (*Dermacentor variabilis*), and WESTERN BLACK LEGGED TICK (*Ixodes pacificus*) and other crawling insects such as ASIAN LADY BEETLES, BOX ELDER BUGS, BROWN MARMORATED STINK BUGS (BMSB) AND STINK BUGS: For each areas listed below, apply until surface is wet, but not to the point of runoff (approximately 1 gal/750-1,000 ft.).

Treat around windows and doors, porches, screens, eaves, patios, garages, under stairways and in crawl spaces where these pests may enter.



