

1021-1746

4/18/2014

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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

APR 18 2014

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

Subject: Product Name: EVERSIDE® Permethrin Insect Repellent 27701  
EPA Reg. No. 1021-1746  
Submission date: February 18, 2014  
Notification: Label Notification to add optional marketing claims

Dear Registrant:

The Agency in in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated 2/18/14 for the product EVERSIDE® Permethrin Insect Repellent 2771. 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 998-10.

If you have questions concerning this letter, please call Owen Beeder at 703-308-8899 or via e-mail at [beeder.owen@epa.gov](mailto:beeder.owen@epa.gov) or you may call me at 703-305-6701.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Gebken".

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



# 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 treatment of dog bedding]  
 [For treatment of nets, tents, sleeping bags and backpacks]  
 [Controls fleas & ticks]  
 [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 Box Elder 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]  
 [Insect repellent for FR (Flame Resistant) Clothing]  
 [Will not affect the protection properties of FR (Flame Resistant) clothing]  
 [For clothing & gear]  
 [For treatment of upholstered furniture]  
 [Repels and Kills Mosquitoes, Ticks, and Mites]  
[Athlete's Strength]  
[Athlete's Protection]  
[Sporting Strength]  
[Sporting Protection]  
[Family Strength]  
[Family Protection]  
[Alaskan Strength]  
[Alaskan Protection]  
[North Woods Strength]  
[North Woods Protection]  
[Coastal Strength]  
[Coastal Protection]  
[Camping Strength]  
[Camping Protection]  
[Fishing Strength]  
[Fishing Protection]  
[Twist-Lock Cap Sprays Upside Down!]

## NOTIFICATION

APR 18 2014

### 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 NON-TREATED CLOTHING:	<ul style="list-style-type: none"> <li>▪ Take off contaminated clothing.</li> <li>▪ Rinse skin immediately with plenty of water for 15-20 minutes.</li> <li>▪ Call a poison control center or doctor for treatment advice.</li> </ul>
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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. Avoid contact with clothing that is not being treated. 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 runoff 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 runoff.

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. LAUNDRER 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 can 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/feed 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, BOX ELDER 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 BED BUGS: 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 BED BUGS AND MITES IN RESIDENTIAL POULTRY HOUSES: Spray until damp but not to the point of runoff crevices of roost poles, cracks in walls and cracks in nests where the bed bugs 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 area 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.

Spray until damp but not to the point of runoff, a band of vegetation and leaf litter 6 to 10 feet wide, around and to the outside of buildings to help control ticks occurring there. To help control ticks in outdoor activity areas, treat a band of vegetation and leaf litter 6 to 10 feet wide and adjacent to activity areas, especially where dense vegetation occurs.

FOR CONTROL OF GARDEN INSECTS: For use on roses, dahlias, asters and other ornamentals to kill JAPANESE BEETLES by spray as well as WHITEFLIES, APHIDS, STINK BUGS, BROWN MARMORATED STINK BUGS (BMSB), EXPOSED THRIPS, SPIDERS, RED MITES and LEAFMINERS. May be used on plants as a multi-purpose spray in small gardens and for spot treatments of incipient insect infestations to prevent spreading in large garden areas. Spray until damp but not to the point of runoff.

May also be used on other plants such as African violets, asters, azaleas, begonias, camellias, carnations, chrysanthemums, dahlias, delphiniums, dogwoods, English ivy, euonymus, fuschia, geraniums, crassula grape vines, Kentia palms, laurels, marigolds, rhododendrons, roses, rubber plants, snapdragons, stocks, wandering Jews and zinnias.

Effective when used as directed against WHITEFLIES, APHIDS, SPIDER AND RED MITES, STINK BUGS, BROWN MARMORATED STINK BUGS (BMSB), BOX ELDER BUGS, EXPOSED THRIPS, LACE BUGS, JAPANESE BEETLES, PAVEMENT ANTS, CLOVER MITES AND ARMYWORMS.



### STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage and disposal.

**Pesticide Storage**

Store in a cool, dry area. Always store pesticides in the original container. Store away from food or pet food.

**Pesticide Disposal and Container Handling**

Nonrefillable container. Do not reuse or refill this container.

Do Not Puncture or Incinerate!

If empty:

Place in trash or offer for recycling if available.

If partly filled:

Call your local solid waste agency for disposal instructions.

Federal regulations prohibit  
CFC propellants in aerosols

