



**OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION**

WASHINGTON, D.C. 20460

May 08, 2025

**SENT BY EMAIL**

Chantha Coursolle  
chantha.coursolle@mgk.com  
MCLAUGHLIN GORMLEY KING COMPANY, D/B/A MGK

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 - Added optional graphics to label  
Product Name: EVERCIDE PERMETHRIN INSECT REPELLENT 27701  
Admin Number: 1021-1746  
EPA Receipt Date: 04/17/2025  
Action Case Number: 00653376

Dear Chantha Coursolle:

The U.S. Environmental Protection Agency is in receipt of your application for notification under Pesticide Registration Notice 98-10 for the above referenced product. The EPA has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped "Notification" and will be placed in our records.

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 the Federal Insecticide, Fungicide, and Rodenticide Act 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 statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

If you have questions, please contact Robert Mitchell via email at [mitchell.robert@epa.gov](mailto:mitchell.robert@epa.gov).

Sincerely,

Elizabeth Fertich, Product Manager 04  
IVB1, RD  
Office of Pesticide Programs

# 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]  
[Repels and kills [Kills and repels] ticks that may carry Lyme disease]  
[Provides long-lasting protection - 1 treatment lasts 2 weeks!]  
[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 insects] [seasonal] [Asian Lady Beetles], [Fleas], [Spiders], [Flies], [for] up to 60 days]]  
[[Kills & repels] [Asian Lady Beetles], [Fleas], [Spiders], [Flies], [Mosquitoes], Chiggers]]  
[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]  
[Do not apply to skin]  
[For treatment of upholstered furniture]  
[Repels and Kills Mosquitoes, Ticks, and Mites]  
[Repels Aedes Mosquitoes]  
[Repels mosquitoes that may carry/transmit the Zika virus]  
[Repels Aedes mosquitoes that may carry/transmit the Zika virus]  
[Repels mosquitoes, including those/(Aedes), that may carry and transmit Zika virus]  
[Sportsmen's Strength] [Sportsmen's Protection]  
[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

1021-1746

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

05/08/2025

### 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>
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  
  
7325 Aspen Lane North  
Minneapolis, MN 55428

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 foraging in 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.

#### USE INSTRUCTIONS FOR CLOTHING TREATMENT:

For protection against Ticks [including those which may carry Lyme disease] [and Rocky Mountain Spotted Fever], 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 [such as [like] [product name]] 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 [FOR CLOTHING]:

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 [FOR CLOTHING]:

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. LAUNDER 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. Apply as a spot treatment to sleeping quarters, floor covering and floor, paying special attention to cracks and crevices. Make spot treatments to upholstered furniture 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, BOXELDER BUGS, CLOVER MITES, CHEESE MITES, GRANARY WEEVILS, RICE WEEVILS, CONFUSED FLOUR BEETLES, RUST RED FLOUR BEETLES, DRUGSTORE BEETLES, MEALWORMS, 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, BOXELDER 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 hit 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, fuchsia, 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), BOXELDER 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

Non-refillable 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



Optional Images on Label

