



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

February 22, 2017

Amanda Landolt  
Regulatory Operations Lead  
Reckitt Benckiser Inc.  
Morris Corporate Center IV  
399 Interpace Parkway  
Parsippany, NJ 07054-0225

Subject: Label Amendment – Addition of marketing claims  
Product Name: Zicon Cream  
EPA Registration Number: 3282-115  
Application Date: January 11, 2017  
Decision Number: 525156

Dear Ms. Landolt:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

Should you wish to add/retain a reference to the 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 Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) list examples of statements 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 Agency 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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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EPA Reg. No. 3282-115  
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with FIFRA section 6. If you have any questions, please contact Tim Ciarlo by phone at 703-347-8082, or via email at [Ciarlo.Timothy@epa.gov](mailto:Ciarlo.Timothy@epa.gov).

Sincerely,

A handwritten signature in blue ink, appearing to read "Gene Benbow". The signature is fluid and cursive, with a large loop at the end.

Gene Benbow, Acting Product Manager 4  
Invertebrate & Vertebrate Branch 1  
Registration Division (7505P)  
Office of Pesticide Programs

<< FRONT PANEL >>

**ACTIVE INGREDIENTS:**

Picaridin (1- Methylpropyl-2-(2-hydroxyethyl)-1-piperidine) . . . . . 20.00 %

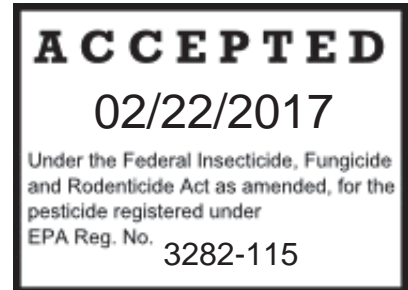
**OTHER INGREDIENTS:** . . . . . 80.00 %

**TOTAL:** . . . . . 100.00 %

KEEP OUT OF REACH OF CHILDREN

**WARNING:** STOP – Read This Entire Label Before Use  
(See (back)(side) panel for additional precautionary statements)

NET WT.: X fl oz (X mL) X fl oz (135 mL)



<< FRONT / BACK PANEL >>

EPA Reg. No.: 3282-115  
EPA Est. No.: {insert number}

<< BACK PANEL >>

**Questions?** (telephone graphic symbol)

**(Call:) (1-xxx-xxx-xxxx)**

For ingredient (and other) information, ([www.rbnainfo.com](http://www.rbnainfo.com))

Distributed by: Reckitt Benckiser, Parsippany, NJ 07054(-xxxx)

Made in {insert country} © RB {insert year}

**IMPORTANT:** For directions for use and first aid instructions in Spanish, please call 1-877-843-3817.



HEALTH • HYGIENE • HOME

Company Logo (Reckitt Benckiser) (rb) (Reckitt Benckiser Professional)

<< FRONT / BACK PANEL – Option text >>

Peel open for Precautionary and First Aid Statements.

See outer packaging for Directions for Use and additional Precautionary Statements.

<< INTRODUCTORY 6-mos. CLAIMS – will only appear on graphic label for the first 6 months product is on shelf >>

New(!)

New Formula

New look for {insert Brand Name}

New Size

New (design)(packaging)

<< PACKAGING CLAIMS >>

|            |                     |                      |                      |
|------------|---------------------|----------------------|----------------------|
| 3 pack (!) | Bonus (size) (pack) | Mini                 | Travel (size) (pack) |
| 4 pack (!) | Buy X Get X Free    | (More) than 50% Free | Trial (size) (pack)  |
| x pack (!) | Dual Pack           | Pocket (size) (pack) | Twin Pack            |
|            | Mega (value) (pack) | Portable             | Value (size)(pack)   |
|            | (size)              | Purse (size) (pack)  | Extra (Value)(Pack)  |

X oz. for the price of X oz.

X for the price of X

X% (Cheaper) (Free) (Bonus) (More) (less expensive) (Off) (Value) (Affordable)

(Take) (Carry) (it) (this product) (anywhere) (everywhere)

**NOTE:** Bracketed information is denoted as: << directive >>, { insert as noted }, ( optional text ), [ required qualifier ].  
The term "this product" used throughout this document may be replaced with the marketed product brand name.  
The term "x" is a place holder for a number between 0 to 104.

Save (more)  
Better (value)  
Money saving (Can) (Pack) (Value)  
Lower (cost) (per oz.)  
More (of the same) (great) (product) (Cream) (Lotion (for less)  
(Same) (great) (Aerogard) (Cream) (Lotion (at a better value)  
Save (money) (plastic) (with this product)

**<< FRAGRANCE CLAIMS >>**

|                |       |           |
|----------------|-------|-----------|
| Fragrance Free | Scent | Unscented |
| Fresh          |       |           |

**<< MARKETING CLAIMS – General >>**

A brand you can trust  
All day protection<sup>†</sup>  
Always carry {insert Brand Name}  
And your family<sup>^</sup> will want to use it too(!)  
Contains (20%) Picaridin  
Cream  
Dependable insect repellent<sup>†</sup>  
Dries clear  
Dries clean  
Dries odorless  
Dries odorless and clear  
Dries odorless and clean  
Dye free (formula)  
Family<sup>^</sup> friendly  
Family<sup>^</sup> Protection (Formula)  
Good for the whole family<sup>^</sup>  
Great for kids<sup>^</sup> (12+ months)(one year) and older  
Great for outdoor play  
Head to toe coverage  
High quality insect repellent<sup>†</sup>  
High strength<sup>†</sup>  
Insect Repellent<sup>\*\*</sup>  
Insect repellent you can trust<sup>†</sup>  
It smells great too(!)  
It works(!)<sup>†</sup>  
Kids<sup>^</sup>  
Kids<sup>^</sup> cream  
Kids<sup>^</sup> lotion  
Long lasting<sup>†</sup>  
Long lasting pro<sup>†</sup>  
Long lasting (protection)(you can trust)<sup>†</sup>  
Lotion  
No fragrance  
Non-oily  
Not oily, greasy or sticky  
Non-sticky (feeling)  
Odor free  
Odorless (Protection) (Guard)  
On-the-go  
Outdoor guard  
Outdoor use  
Paraben free  
Protect your whole family<sup>^</sup>

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Protection for your family^ on the go  
Protection that fits your lifestyle  
Quick and even coverage  
Ready to use  
Reliable insect repellent†  
Roll-On  
(Sports) (Active) formula  
Sports guard  
The brand you can trust  
The power of (Aerogard®) ({insert brand name})  
To (-) Go (anytime)  
Won't damage fishing lines, plastics or other synthetic materials  
Worry-free (formula) †

**<< USAGE CLAIMS >>**

Anytime (to go)  
Best feeling when you use {insert Brand Name}  
Easy application  
Easy, Effective (Use)  
Everyday (formula) (use)  
For adults and kids^ (12+ months) (1 year and older)  
For body and face\*  
For everyday use  
For kids^  
For outdoor use  
For playing and relaxing outdoors  
For yardwork and camping  
Great for everyday use  
Great for kids^ (12+ months)(1 year and older)  
Great for the (entire)(whole) family^  
Great for your face when used as directed  
Great for your body including face when used as directed  
Head to toe  
Quick and even coverage  
Ready to use  
Suitable for adults and kids^ (12+ months) (1 year and older)  
Suitable for (children)(kids)^ (12+ months)(1 year and older)  
Suitable for (daily)(everyday) use  
Suitable for the whole family^  
Suitable for use for you and your (children^)(family^)  
Suitable for use on your body including face when used as directed  
Use with confidence on the whole family^

**<< REPELLENCY CLAIMS >>**

14 (hour(s))(hr) †  
14 (hour(s))(hr) continuous protection against {insert insects – see page 4}  
14 (hour(s))(hr) worry free protection against {insert insects – see page 4}  
14 (hour(s))(hr) (continuous) protection (against)(from) mosquitoes and ticks  
14 (hour(s))(hr) (continuous) protection (against)(from) mosquitoes that may carry Zika and ticks that may carry Lyme disease  
8 (hours)(hr) continuous protection against biting flies  
Continuous 14 (hour)(hr) protection†  
Effective mosquito (protection) (repellency) up to 14 hours.  
Full strength repellent for maximum protection {insert insects – see page 4}(\*\*)(†)  
Full strength repellent for maximum protection against mosquitoes and ticks†  
Long-lasting, 14 hour effective protection from mosquitoes and ticks, including mosquitoes that may transit West Nile Virus, Chikungunya, Dengue and Zika and ticks carrying Lyme disease and tick borne encephalitis.

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Protecting your whole family<sup>^</sup> against (insects)(mosquitoes) for 14 hours.  
Provides up to 4 hours of effective (protection) (repellency) from (annoying) (biting) (insects) (mosquitoes)  
Repels (against) (annoying) (biting) (insects) (mosquitoes) (and) (ticks) for up to 14 hours  
Repels biting flies, stable flies, black flies, gnats, chiggers, sand flies and Scottish biting midges for up to 8 hours.  
Repels mosquitoes that may carry West Nile Virus, Dengue virus, Zika virus for up to 14 hours  
Repels mosquitos and ticks for up to 14 hours.  
Scientifically tested to (last)(protect) up to 14 hours.†

**<< QUALIFIER STATEMENTS >>**

- † 14 hour (continuous) protection against mosquitoes (and) (ticks)
- <sup>^</sup> [Do not use on infants and children < 1 year] \ [Do not use on infants and children under 12 months of age]
- \*\* Repels {insert insects – see page 4}
- \* Refer to use directions before application

**This product has been tested and found effective against the following insects:**

| << 8 Hour Protection >> |                            | << 14 Hour Protection >> |               |
|-------------------------|----------------------------|--------------------------|---------------|
| Biting flies(**)        | Gnats(**)                  | Mosquitoes(**)(†)        | Ticks(**) (†) |
| Black flies(**)         | Sand flies(**)             |                          |               |
| Chiggers(**)            | Scottish biting midges(**) |                          |               |

**This product has been tested and found effective against mosquitoes and ticks that may carry the following diseases:**

| Mosquitoes     |                   | Ticks          |                    |
|----------------|-------------------|----------------|--------------------|
| Chikungunya    | West Nile (Virus) | Lyme (disease) | Tick borne disease |
| Dengue (Virus) | Zika (Virus)      |                |                    |

**<< USE DIRECTIONS >>**

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. For best results, read and follow all label directions.

Apply evenly to skin in a thin layer. Do not exceed two applications per day. Avoid contact with lips, cuts, wounds, or irritated skin. Do not apply to excessively sunburned skin. Do not apply under clothing. Don't use or store at temperatures over 122°F

**TO APPLY TO FACE:** Apply on face by first spreading small amounts in palms of hands and spreading on face and neck, avoiding your eyes. Take care to avoid mouth and eyes and apply sparingly around ears.

**TO APPLY TO CHILDREN:** When using on children, apply to your hands and then apply it to the child. Do not allow children to handle the product. Do not apply to the hands of small children. To apply to a child's face and neck, apply the product to your hands and then apply to the child.

**<< PRECAUTIONARY / FIRST AID / STORAGE & DISPOSAL >>**

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**PRECAUTIONARY STATEMENTS:** Hazards to Humans and Domestic Animals

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes. Wash thoroughly with soap and water after handling, returning indoors, and before eating, drinking, chewing gum, or using tobacco. Discontinue use and consult a doctor if irritation or rash occurs.

The information below describes the first aid procedures for incidents involving Aerogard Insect Repellent Cream

| <b>FIRST AID</b>  |   |
|---|---|
| <b>If in eyes</b>   | <ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a Poison Control Center or doctor for treatment advice.</li></ul>   |
| <b>If swallowed</b>   | <ul style="list-style-type: none"><li>• Call a physician or Poison Control Center immediately for treatment advice.</li><li>• Have person sip a glass of water if able to swallow.</li><li>• Do not induce vomiting unless told to do so by a Poison Control Center or a doctor.</li><li>• Do not give anything to an unconscious person.</li></ul> |
| <b>CONTACT NUMBER</b>   |   |
| Questions? Comments or In case of an emergency, call toll free (1-800-228-4722) (1-xxx-xxxx). Have the product container or label with you when calling a Poison Control Center, or doctor, or going for treatment. |   |

**PHYSICAL HAZARDS:** FLAMMABLE: Do not use or store near heat sources, sparks or open flame. Do not smoke while applying.

<< STORAGE & DISPOSAL >>

**STORAGE:** Store in a cool, dry place out of the reach of children. Keep away from heat, sparks and open flame.

**DISPOSAL:** Nonrefillable container. Do not reuse or refill this container. If empty: place in trash or offer for recycling if available. Never place unused product down any indoor or outdoor drain.

<< GRAPHIC IMAGES & TEXTS >>



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