



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 Spray
EPA Registration Number: 3282-116
Application Date: January 11, 2017
Decision Number: 525157

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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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.

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 %

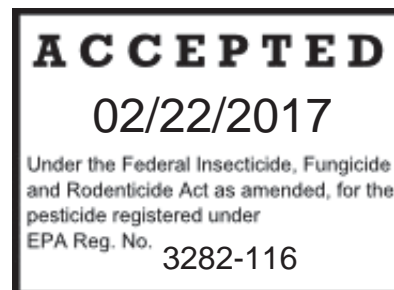
KEEP OUT OF REACH OF CHILDREN

CAUTION: STOP - Read This Entire Label Before Use

(See (back)(side) panel for additional precautionary statements)

NET WT.: X fl oz (X mL) X oz (X g)
(Continuous Spray)

(NET CONTENTS:) X fl oz (X mL)
(Pump Spray)



<< FRONT / BACK PANEL >>

EPA Reg. No.: 3282-116
EPA Est. No.: {insert number}

<< BACK PANEL >>

Questions? (telephone graphic symbol)

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

For ingredient (and other) information, (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)

<< 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)

Save (more)

Better (value)
Money saving (Can) (Pack) (Value)
Lower (cost) (per oz.)
More (of the same) (great) (product) (Spray) (for less)
(Same) (great) (Aerogard) (Spray) (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[†]
Always carry {insert Brand Name}
And your family[^] will want to use it too(!)
Contains (20%) Picaridin
Dependable insect repellent[†]
Does not damage (plastic)
Dries clear
Dries clean
Dries odorless
Dries odorless and clear
Dries odorless and clean
Dye free (formula)
Family[^] friendly
Family[^] Protection (Formula)
Fun to apply
Good for the whole family[^]
Great for (use on) kids[^] (12+ months)(1 year)
Great for outdoor play
Head to toe coverage
High quality insect repellent[†]
High strength[†]
Insect Repellent^{**}
Insect repellent you can trust[†]
Invisible dry shield
It smells great too(!)
It works(!)[†]
Kids[^]
Kids[^] spray
Long lasting[†]
Long lasting pro[†]
Long lasting (protection)(you can trust)[†]
No fragrance
No mess
No rubbing required
Non-oily
Non-sticky (feeling)
Not oily, greasy or sticky
Odor free
Odorless (Protection) (Guard)
On the go
Outdoor guard
Outdoor use
Paraben free

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.

Protect(s) your whole family^
Protection for your family^
Protection that fits your lifestyle
Reliable insect repellent†
(Sports)(Active) formula
Sports guard
The brand you can trust
The power of (Aerogard®) ({insert brand name})
To (-) Go (anytime)(anywhere)
Won't damage fishing lines, plastics or other synthetic materials
Worry-free (formula) †

<< MARKETING CLAIMS – Continuous Spray >>

Can be held in any position
Clear ultra spray mist
Continuous Spray
Continuous spray you can control
Spray (and) (&) ('n) go
Sprays at any angle
Spray(s) upside down

<< MARKETING CLAIMS – Pump Spray >>

Clear mist pump
One touch pump
Pump Spray

<< 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 >>

12 (hour(s))(hr) †

NOTE: Bracketed information is denoted as: << directive >>, { insert as noted }, (optional text), [required qualifier].
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The term "x" is a place holder for a number between 0 to 104.

12 (hour(s))(hr) continuous protection against {insert insects – see page 4}
 12 (hour(s))(hr) worry free protection against {insert insects – see page 4}
 12 (hour(s))(hr) (continuous) protection (against)(from) mosquitoes and ticks
 12 (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 12 (hour)(hr) protection[†]
 Effective mosquito (protection) (repellency) up to 12 (hours)(hr)
 Full strength repellent for maximum protection against {insert insects – see page 4}(**)([†])
 Full strength repellent for maximum protection against mosquitoes and ticks[†]
 Long lasting, 12 (hour)(hr) effective protection from mosquitoes and ticks including mosquitoes that may transmit West Nile Virus, Chikungunya, Dengue and Zika and ticks carrying Lyme disease and tick borne encephalitis
 Protecting your whole family[^] against (insects)(mosquitoes) for 12 (hours)(hr).
 Repels (insects) (mosquitoes) (and) (ticks) for up to 12 (hours)(hr).
 Repels biting flies, stable flies, black flies, gnats, chiggers, sand flies and Scottish biting midges for up to 8 (hours)(hr).
 Repels mosquitoes, not people
 Repels mosquitoes that may carry West Nile Virus, Dengue virus, and Zika virus (for up to 12 (hours)(hr))
 Scientifically tested to (last)(protect) up to 12 (hours)(hr) [†]

<< QUALIFIER STATEMENTS >>

[†] 12 hour (continuous) protection against mosquitoes (and) (ticks)
[^] [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 >>		<< 12 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 – SPRAY >>

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.

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 4 to 6 inches from skin or clothing and spray with a slow sweeping motion. Do not spray directly on face. Avoid contact with lips, cuts, wounds, irritated or excessively sunburned skin. Take care to avoid mouth and eyes and apply sparingly around ears. Do not exceed two applications per day. After returning indoors, wash treated skin with soap and water.

TO APPLY TO FACE: First spray small amounts in palms of hands and then spread on face and neck, avoiding your eyes. Apply sparingly around ears.

TO APPLY TO CHILDREN: 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, spray the product into your hands and apply to the child.

TO APPLY TO CLOTHING: Do not use under clothing. Spray shirts, pants, socks, and hats. Will not damage fabrics, plastics, watch crystals, and painted or varnished surfaces. Wash treated clothing before wearing it again.

<< USE DIRECTIONS FOR CONTINUOUS SPRAY >>

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 4 to 6 inches from skin or clothing and spray with a slow sweeping motion. Do not spray directly on face. Avoid contact with lips, cuts, wounds, irritated or excessively sunburned skin. Take care to avoid mouth and eyes and apply sparingly around ears. Do not exceed two applications per day. After returning indoors, wash treated skin with soap and water.

TO APPLY TO FACE: First spray small amounts in palms of hands and then spread on face and neck, avoiding your eyes. Apply sparingly around ears.

TO APPLY TO CHILDREN: 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, spray the product into your hands and apply to the child.

TO APPLY TO CLOTHING: Do not use under clothing. Spray shirts, pants, socks, and hats. Will not damage fabrics, plastics, watch crystals, and painted or varnished surfaces. Wash treated clothing before wearing it again.

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

PRECAUTIONARY STATEMENTS: Hazards to Humans and Domestic Animals

CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Wash thoroughly with soap and water after handling, returning indoors, and before eating, drinking, chewing gum, or using tobacco.

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 physician or Poison Control Center immediately for treatment advice.• Have a person sip a glass of water if able to swallow.• Do not induce vomiting unless told to do so by a Poison Control Center or a doctor.• Do not give anything to an unconscious person.
CONTACT NUMBER	
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 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. If partly filled: Call your local solid waste agency. Never place unused product down any indoor or outdoor drain.

<< GRAPHIC IMAGES & TEXTS >>

