

4822-167

09-11-2009

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

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

Ms. Jean M. Fugate
Product Registration
S.C Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236

SEP 11 2009

SUBJECT: Application for Pesticide Notification (PRN 98-10)
Request General Label Changes & Marketing Claims
EPA Reg. No. 4822-167
Application Dated August 10, 2009

Dear Registrant:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 dated 08/10/09 for the above product. 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 label submitted with the application has been stamped "Notification" and will be placed in our records.


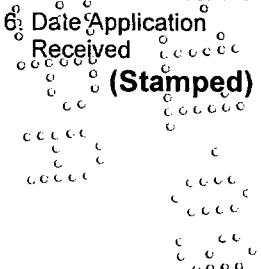
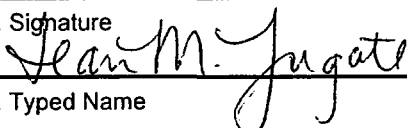
Please note that the Agency has issued a Pesticide Registration Notice (PR) 2007-4: Labeling Revisions Required by the Final Rule "Pesticide Management and Disposal; Standards for Pesticide Containers and Containment Statements." All labeling must be updated by August 17, 2010.

If you have any questions, please call me directly at 703-305-6249 or Owen F. Beeder of my staff at 703-308-8899.

Sincerely,

A handwritten signature in black ink, appearing to read "Linda Arrington".

Linda Arrington
Notifications & Minor Formulations Team Leader
Registration Division (7505P)
Office of Pesticide Programs

 Environmental Protection Agency Washington, DC 20460		Un. States <input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
Application for Pesticide - Section I			
1. Company/Product Number S.C. Johnson & Son, Inc./4822-167		2. EPA Product Manager Richard Gebken	
4. Company/Product (Name) S.C. Johnson & Son, Inc./OFF! Insect Repellent Formula V		3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted	
5. Name and Address of Application (Include ZIP Code) S. C. Johnson & Son, Inc. 1525 Howe St. Racine, WI 53403-2236 <input type="checkbox"/> Check if this is a new address		6. Expedited Review. In accordance with FIFRA Section 3(c)(3)(b)(i), my product is similar or identical in composition and labeling to: EPA Reg. No. Product Name	
Section II			
<input type="checkbox"/> Amendment – Explain below. <input type="checkbox"/> Resubmission in response to Agency letter dated <input checked="" type="checkbox"/> Notification – Explain below.		<input type="checkbox"/> Final printed labels in response to Agency letter dated <input type="checkbox"/> "Me Too" Application. <input type="checkbox"/> Other - Explain below.	
NOTIFICATION SEP 11 2009			
Explanation: Use additional page(s) if necessary. (For Section I and Section II.) Notification of minor label additions per PR Notice 98-10. This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula for this product. I understand that it is a violation of 18 USC. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.			
Section III			
1. Material This Product Will Be Packaged In:			
Child-Resistant Packaging <input type="checkbox"/> Yes * <input checked="" type="checkbox"/> No *Certification must be submitted	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Unit Packaging wgt.	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If "Yes" Package wgt.	2. Type of Container <input checked="" type="checkbox"/> Metal <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <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 6 – 13 ounces		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 type="checkbox"/> Lithograph <input type="checkbox"/> Other <input checked="" type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled			
Section IV			
1. Contact Point (Complete items directly below for identification of individual to be contacted, if necessary, to process this application)			
Name Jean M. Fugate	Title Registration Specialist II	Telephone No. (Include Area Code) (262) 260-2871	
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 statements may be punishable by fine or imprisonment or both under applicable law.			6. Date Application Received (Stamped) 
2. Signature 	3. Title Registration Specialist II		
4. Typed Name Jean M. Fugate	5. Date August 10, 2009		

August 10, 2009

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
Room S-4900, One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202-4501

Via Courier

***Re: OFF! Insect Repellent Formula V
EPA Registration Number 4822-167
Notification of Minor Label Changes per PR Notice 98-10***

Dear Ms. Arrington or Ms. Hobgood:

S.C. Johnson & Son, Inc. (SCJ) hereby provides notification to the Agency of the following minor additions to the labeling of the subject product pesticide:

- "BUG-OFF" has been added to the list of optional marketing language. This is a slight rephrasing or combining of the already-approved claims "Keeps bugs off!®" and "TICKS-OFF®", so we believe this to be a very minor rephrasing of existing claims and feel the modification falls within the realm of changes allowable via notification as outlined in PR Notice 98-10, Section II. N.(Other Revisions).
- "SC Johnson A Family Company" has been added to the list of optional marketing language.
- "Sold by:" has been added as an option just prior to our company contact information.

In accordance with PR Notice 98-10 we have included a completed Application for Registration and one (1) copy of the subject label. For your convenience the label addition has been marked in ***bold Italics***. No other changes have been made to this label.

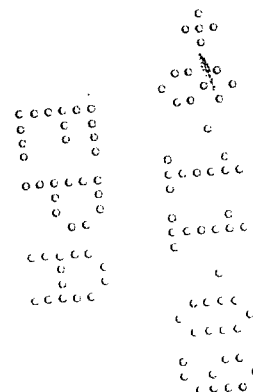
Should you have any questions or require anything additional please do not hesitate to contact me directly. Thank you for your assistance with this matter.

Best regards,

Jean M. Fugate

Jean M. Fugate
Registration Specialist II
Phine: (262) 260-2871
Fax: (262) 260-4716
Email: jmfugate@scj.com

Enclosures



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OFF! INSECT REPELLENT FORMULA V [master name]
OFF! Deep Woods Insect Repellent V [alternate brand name, 4-18-97]
Deep Woods OFF! Insect Repellent V [alternate brand name, 6-21-91]

- **SC Johnson A Family Company**
- Unscented
- LONG LASTING PROTECTION from mosquitoes, ticks (including ticks that may cause Lyme disease), biting flies, gnats and chiggers
- Keeps bugs off!®
- **BUG-OFF**
- (OFF!) Family Pack
- Always carry [product name]
- (Travel) (Sample) size
- Contains DEET (N,N-Diethyl-meta-toluamide)
- Proven protection against mosquitoes
- Mosquito protection (for up to 8 hours)
- Repels mosquitoes (for up to 8 hours)
- x% (MORE) (FREE)
- (Bonus) (Value) Size
- x (oz) (ounces) at the (same) x (oz) (ounce) price
- x (oz) (ounces) for the (same) price of x (oz) (ounces)

NOTIFICATION

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****Note to reviewer: In the claims directly above x is used to represent any number between 1 and 100****

- Repels mosquitoes that may carry West Nile Virus
- Repels mosquitoes that may carry (St. Louis) (Eastern equine) (Western equine) (LaCrosse) (Cache Valley) encephalitis (for up to 8 hours)
- Repels ticks that may carry (Lyme disease) (Rocky Mountain Spotted Fever) (Tick Paralysis) (Ehrlichiosis) (Powassan Encephalitis)
- TICKS-OFF®
- (Enjoy) up to 8 hours of protection from (mosquitoes). Also protects against (works on) (repels) (ticks (including ticks that may cause Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- (Protects against) (Fights off) (Repels) (Works on) (mosquitoes) (ticks (including ticks that cause Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- Lasts for up to 8 hours against mosquitoes
- Stay protected for up to 8 hours (from mosquitoes that may carry West Nile Virus)
- Maximum protection (keeps working) (for) up to 8 hours against mosquitoes
- (Proven) (Effective) Protection (you can count on for up to 8 hours) (from mosquitoes that may carry West Nile Virus)
- (Delivers) (Powerful) protection (keeps working) for up to 8 hours against mosquitoes
- Proven shield for up to 8 hours against mosquitoes (against mosquitoes that may carry West Nile Virus)
- Fights off (mosquitoes) (mosquitoes that may carry West Nile Virus) for up to 8 hours
- Up to 8 hours of proven protection from mosquitoes (that may carry West Nile Virus)

- Effective protection up to 8 hours from mosquitoes (that may carry West Nile Virus)
- Enjoy the (outdoors, the great outdoors, backyard, outside, park, woods/forest) with up to 8 hours of protection against mosquitoes
- SPRAYS UPSIDE DOWN TOO!
- Provides long lasting protection from mosquitoes, ticks (including ticks that may cause Lyme disease) and biting flies: stable flies, black flies, sand flies, and deer flies.
- Also repels chiggers, fleas, gnats, no-see-ums from treated skin and clothing.
- OFF! Insect Repellent Formula V gives effective protection and is not greasy, won't stain and resists perspiration.
- (OFF!) (Deep Woods) (products) also available in a (pump) (towelette)

ACTIVE INGREDIENT:
DEET..... 25%
OTHER INGREDIENTS:.....75%

KEEP OUT OF REACH OF CHILDREN
CAUTION
See Additional Precautions on Back Panel

NET WT. OZ.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS - CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Harmful if swallowed. Use of this product may cause skin reactions in rare cases. Wash treated clothing before wearing it again. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[Note to reviewer: Boxed format or bullets may be used in First Aid section if label space permits]

FIRST AID

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

If in eyes: 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: Call a poison control center or doctor immediately for treatment advice. Have 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 doctor. Do not give anything by mouth to an unconscious person.

If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center.

PHYSICAL & CHEMICAL HAZARDS - FLAMMABLE: Contents under pressure. Keep away from heat, sparks, and open flame. Do not puncture or incinerate container.

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Exposure to temperatures above 120° F may cause bursting. Do not expose treated surfaces near fire or flame until dry.

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 6 to 8 inches from skin or clothing and spray with a slow sweeping motion. Do not apply over cuts, wounds, irritated or sunburned skin. Do not spray in enclosed areas. Use just enough repellent to cover exposed skin and/or clothing. Avoid over-application of this product. Frequent reapplication and saturation are unnecessary. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands and then put it on the child. After returning indoors, wash treated skin with soap and water. Spread evenly with hands to moisten all exposed skin.

TO APPLY TO FACE: Spray palm of hand first and then apply sparingly and avoid eyes. Do not spray directly onto face. Do not apply near eyes and mouth. Apply sparingly around ears.

WORKS ON OUTER SURFACES OF CLOTHING: Do not use under clothing. Spray shirts, pants, socks, and hats. For ticks and chiggers also spray cuffs, socks and around other openings in outer clothing. Will not damage cotton, wool, or nylon. Do not apply on or near: acetate, rayon, spandex or other synthetics (other than nylon), furniture, plastics, watch crystals, leather and painted or varnished surfaces including automobiles.

STORAGE AND DISPOSAL

STORAGE: Store in a cool, dry place away from heat, sparks and open flame.

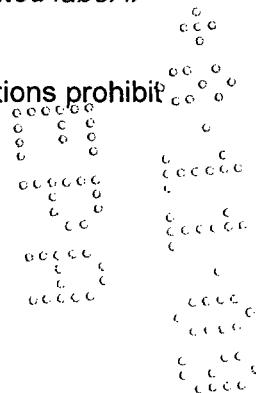
DISPOSAL: Do not puncture or incinerate! If empty: This container may be recycled in the few but growing number of communities where aerosol can recycling is available. Before offering for recycling, empty the container by using the product according to the label. If recycling is not available, place in trash.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.



(Note to reviewer: The STEEL recycle symbol might be used on final printed label if space allows.)

(Contains no CFCs or other ozone depleting substances. Federal regulations prohibit CFC propellants in aerosols [or corresponding graphic below].)



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Questions? Comments? Call 800-558-5252 or write Helen Johnson **(Sold by:)** © 2009
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EPA Reg. No. 4822-167

EPA Est. No. 4822-XX-X

