


4822-258

9/5/2008

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 <p>U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Registration Division (7505P) 1200 Pennsylvania Ave., N.W. Washington, D.C. 20460</p>	EPA Registration No. 4822-258	Date of Issuance: SEP 05 2008		
<p>NOTICE OF PESTICIDE: <input type="checkbox"/> Registration <input checked="" type="checkbox"/> Reregistration (under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended)</p>	Term of Issuance: Unconditional			
	Name of Pesticide Product: OFF!® TOWELETTE INSECT REPELLENT			
Name and Address of Registrant (include ZIP Code): S.C. Johnson & Son, Inc. 1525 Howe Street Racine, WI 53403				
Note: Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.				
<p>On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.</p> <p>Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.</p> <p>This action is taken under the authority of section 4(g)(2)(c) of the Federal Insecticide, Fungicide, and Rodenticide Act, as amended. Reregistration under this section does not eliminate the need for continual reassessment of pesticides. EPA may require submission of data at any time to maintain the registration of your product.</p> <p>Based on your response to the Reregistration Eligibility Document(s), EPA has reregistered the product listed above provided that the following change is made to the label:</p> <p>A copy of your label stamped "Accepted with Comments" is enclosed for your records.</p>				
Signature of Approving Official: <i>Refer to Page 2.</i> Richard J. Gebken, Product Manager (10) Registration Division, Insecticide Branch	Date: SEP 05 2008			

1. Page 1 and 3:

- a. Within the "Hazards to Humans" section, revise the statement "Wash thoroughly with soap and water after handling." To "Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco"¹
 - b. Within the section entitled "TO APPLY TO FACE", move the following DEET statements "Do not apply to children's hands." and "When using on children, apply to your own hands and then put it on the child." to the previous paragraph directly above. The DEET RED document does not limit this language when applying to the facial area only.
 - c. Add the required header "Storage and Disposal" directly above the Storage and Disposal section.²
 - d. Remove the statements "New", "and improved", and "introducing" from all locations. These terms are reserved for new products, and or fragrance changes permitted for a period of 6 months from a stamped approved label.
 - e. Remove "Skin friendly" this is an implied safety claim.
2. The Agency is in the process of developing and improving the current Efficacy Assessment Guidelines for repellent products. The Agency intends to defer the determination of any related efficacy data requirements supporting the claims that may appear on this label until these Efficacy Assessment Guidelines are complete. When the guidelines are finalized, the Agency expects to issue a Data Call-In to address the revised guidelines to all registrants with registrations for personal repellent products that have not previously submitted efficacy data sufficiently consistent with the revised guidelines.

¹ Refer to the Label review manual Chapter 7, D, 6, Table 3 and Table 6.

² Refer to the Label review manual Chapter 13, Section IV.

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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 Assurance. As an alternative, you may refer consumers to the company's phone number or email address.

If you have any questions, you may contact Carmen Rodia, at (703) 306-0237. Two (2) copies of the finished labeling must be submitted prior to releasing the product for shipment.

Sincerely,



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

Enclosure: Label Stamped as "Accepted with Comments"

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OFF!® TOWELETTE INSECT REPELLENT [primary name of record]
OFF! Deep Woods Insect Repellent Towelettes [alternate brand name]
Deep Woods OFF! for Sportsmen Insect Repellent Towelettes [alternate brand name]
OFF! Deep Woods Sportsmen Insect Repellent Towelettes [alternate brand name]

[Note to reviewer: the following label is for individual towelette wrappers and/or outer containers]

ACTIVE INGREDIENT:

DEET 25%
OTHER INGREDIENTS 75%

Keep Out of Reach of Children

WARNING

See additional precautions on (side) (back) panel

NET WT: X OZ.

ACCEPTED
with COMMENTS
In EPA Letter Dated

9-5-08
Under the Federal Insecticide,
Fungicide, and Rodenticide Act,
as amended, for the pesticide
registered under EPA Reg. No.

4822-250

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS: WARNING – Causes substantial but temporary eye injury. Harmful if swallowed. Do not get in eyes. Use of this product may cause skin reactions in rare cases. Wash treated clothing before wearing it again. Wash thoroughly with soap and water after handling.

[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.

Skin: If you suspect a reaction to this product, discontinue use, take off contaminated clothing, wash treated skin and call a poison control center or doctor for treatment advice.

PHYSICAL & CHEMICAL HAZARDS: FLAMMABLE - Do not use near heat or open flame. Keep treated surfaces away from 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.**

Open package, remove and unfold towelette. For maximum protection moisten all exposed skin evenly and completely. Do not apply over cuts, wounds, irritated or sunburned skin. Do not apply near eyes and mouth. Apply sparingly around ears. Use just enough repellent to cover exposed skin and/or clothing. Avoid over-application of this product. Frequent reapplication is unnecessary. Do not apply to children's hands. Do not allow children to handle this product. After returning indoors, wash treated skin with soap and water. Do not use under 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, leather, watch crystals and painted or varnished surfaces including automobiles.

[Note to reviewer: If any "hours of duration" claims are used on the marketed product label, the following statement will be included: "Some may need more than one towelette for adequate coverage."]

STORAGE: Store away from heat or flame in an area inaccessible to children.

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[The following is for individually-wrapped towelettes]

DISPOSAL: Before disposing, empty package by using the product according to the label. Do not reuse towelette or wrapper. Place used towelette and wrapper in trash.

[The following is for outer containers containing individually-wrapped towelettes]

DISPOSAL: Before disposing, empty package using the product according to the label. Do not reuse towelette or wrapper. Place used towelette and wrapper in trash. Place outer container in trash or offer for recycling if available.

[The following is for outer containers containing towelettes that are not individually-wrapped]

DISPOSAL: Before disposing, empty package using the product according to the label. Do not reuse towelette. Place used towelette in trash. For unused towelettes: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Place outer container in trash or offer for recycling if available.

Questions? Comments? Call 800-558-5252 or write Helen Johnson. © 2003 S. C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A. All rights reserved.

(Made in Canada)

EPA Reg. No. 4822-258

EPA Est. No. XX-XX-X

[The following is optional language. Note: parenthesis indicate optional text.]

- LONG LASTING PROTECTION from (Mosquitoes) (Ticks) (Biting Flies) (Gnats) (Chiggers) (Fleas)
- S.C. Johnson A Family Company
- X Individual towelette packet(s)
- X (individually wrapped) towelettes
- Easy to apply to face and neck
- (For) easy application to face and neck
- Even application
- Easy application
- Easy to reapply
- (New) Pleasant scent
- Unscented
- Fragrance Free
- Handy to carry with you
- On the go protection
- Provides (long) lasting protection from (mosquitoes) (biting flies) (gnats) (sand flies) (no-see-ums) (deer flies) (stable flies) (black flies).
- Enjoy protection from (mosquitoes) (biting flies) (gnats) (sand flies) (no-see-ums) (deer flies) (stable flies) (black flies) (ticks) (chiggers) (fleas).
- And because it's from the makers of OFF! it's especially formulated to effectively repel (mosquitoes) (biting flies) (gnats) (sand flies) (no-see-ums) (deer flies) (stable flies) (black flies) (ticks) (chiggers) (fleas).
- Also repels (ticks) (chiggers) (fleas) from treated skin.
- (Proven) (effective) protection (you can count on) (from mosquitoes that may carry (West Nile Virus) (disease(s))
- (Delivers) (Powerful) protection (against mosquitoes)
- (Keeps working) (Proven Shield) against mosquitoes (that may carry (West Nile Virus) (disease(s))).
- Fights off mosquitoes (that may carry West Nile Virus)
- Contains DEET (N,N-Diethyl-meta-toluamide)
- Mosquito protection (for up to 8 hours)
- Repels mosquitoes (for up to 8 hours)

- Repels mosquitoes (that may carry West Nile Virus)
- ~~Repels mosquitoes that may carry diseases~~
- Won't get in your eyes like sprays can
- Non-aerosol
- Pre-moistened repellent towelettes
- Repels bugs, not people
- Easy on arms, tough on bugs
- Easy on your skin
- Wipe OFF!
- Unwrap it
- Won't dry out
- Match your protection to the occasion
- Fast and friendly
- Skin friendly
- Wipe it on, toss it out
- Small package
- OFF! to go
- Always fresh
- Keeps Bugs OFF!
- Always Carry (Product Name)
- Singles
- (It is individually wrapped so it won't dry out) (and) (it fits anywhere)
- For use at home or on the go!
- Carry one everywhere
- Quick protection
- Protect and Go
- Protection on the Go
- (Product name) convenient to toss in your (Car) (Desk) (Purse) (Bag) (Briefcase) (Gym Bag) (Beach Bag) (Back Pack) (Wallet)
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) (with protection against mosquitoes)
- (Product name) gives effective protection and is not greasy, won't stain and resists perspiration
- Moist and fresh, anytime, anywhere!
- Trial sample (included)
- (OFF!) (#) (count) Pack
- (#) towelette packets
- (OFF!) (Deep Woods) (Mosquito) (Towelette) (Repellent) Pack
- (OFF!) (Summer) (Value) (Bonus) (Family) (Camping) (Sporting) (Gardening) (Convenient) (All Activity) (All Activities) Pack
- OFF! (repellent) has you covered
- (Packaged) for resale (and personal use)
- UPC on each packet
- Open for (individual units) (individually wrapped towelettes) (individual packets)
- Resalable
- OFF! (mosquito) (bug) repellents (to use) at (home) (country clubs) (and) (farms).
- OFF! (mosquito) (bug) repellents (ideal) (for use by) (contractors) (vending machine operators)
- OFF! mosquito repellents for resale in (convenience stores) (retail stores) (vending machines)
- (Great) (Ideal) for camping
- ~~OFF! (Deep Woods) Mosquito (Protection) (Center)~~
- ~~(The) OFF! (Deep Woods) Center of West Nile Virus (Prevention) (Protection)~~
- ~~OFF! (Deep Woods) West Nile Virus (Prevention) (Protection) Center~~
- ~~OFF! (Deep Woods) Protection Against Mosquitoes~~
- ~~OFF! (Deep Woods) Repellents for Long Lasting Protection Center~~
- OFF! (Deep Woods) The right protection for your family

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- (No matter where you are,) (you) (you've) gotta get your OFF! on!
- Repels mosquitoes that may carry (St. Louis) (~~Eastern equine~~) (Western equine) (LaCrosse) (Japanese) (~~Cache Valley~~) (~~Venezuelan equine~~) (~~Murray Valley~~) encephalitis (for up to 8 hours)
- ~~Repels mosquitoes that may carry (Ross River Fever) (Barmah Forest Disease) (Dengue Fever) (Yellow Fever) (Rift Valley Fever) (for up to 8 hours)~~
- Repels ticks that may carry (Lyme disease) (Rocky Mountain Spotted Fever) (Tick Paralysis) (Ehrlichiosis) (~~European Tick Borne Encephalitis~~) (Powassan Encephalitis)
- ~~Repels black flies that may carry Onchocerciasis~~
- (Enjoy) up to 8 hours of protection from (mosquitoes). Also protects against (works on) (repels) (ticks (including ticks that ~~cause~~ *carry/transmit* 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) (~~from mosquitoes that may carry disease(s)~~)
- 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) (~~from mosquitoes that may carry disease(s)~~)
- (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) (~~disease(s)~~)).
- 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) (~~that may carry disease(s)~~)
- Enjoy the (outdoors, the great outdoors, backyard, outside, park, woods/forest) with up to 8 hours of protection against mosquitoes