



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

February 17, 2016

Dan Hollas  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403

Subject: Label Amendment – Add Claims against Mosquitoes That May Carry Zika Virus  
Product Name: OFF! TOWELETTE INSECT REPELLENT  
EPA Registration Number: 4822-258  
Application Date: February 3, 2016  
Decision Number: 513702

Dear Mr. Hollas:

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 with FIFRA section 6. If you have any questions, please contact Maggie Rudick by phone at 703-347-0257, or via email at [rudick.maggie@epa.gov](mailto:rudick.maggie@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to be 'J. S.', with a long horizontal stroke extending to the right.

Jennifer Urbanski Saunders, Product Manager 4  
Invertebrate & Vertebrate Branch 1 (IVB1)  
Registration Division (7505P)  
Office of Pesticide Programs

Enclosure

**OFF!® TOWELETTE INSECT REPELLENT [EPA base file name]**  
OFF! Deep Woods Insect Repellent Towelettes [alternate brand name]  
OFF! Deep Woods Sportsmen Insect Repellent Towelettes [alternate brand name]

[Optional Marketing Claims]

- LONG LASTING PROTECTION from (Mosquitoes) (Ticks) (Biting Flies) (Gnats) (Chiggers) (Fleas)
- S.C. Johnson A Family Company
- A family company since 1886. Fisk Johnson
- 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
- 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.
- (Effective) protection (you can count on) (from mosquitoes that may carry West Nile Virus)
- (Delivers) (Powerful) protection (against mosquitoes)
- (Keeps working) (Proven Shield) against mosquitoes (that may carry West Nile Virus)
- Fights off mosquitoes (that may carry West Nile Virus)
- Repels mosquitoes that may carry (the) Dengue (virus)
- Provides (long lasting) protection from mosquitoes that may carry (the) Dengue (virus)
- Effective protection from mosquitoes that may carry (the) Dengue (virus)
- Repels mosquitoes that may carry (the) Zika (virus)
- Provides (long lasting) protection from mosquitoes that may carry (the) Zika (virus)
- Effective protection from mosquitoes that may carry (the) Zika (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)
- 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
- Easy application
- Easy to reapply
- Pleasant scent
- Unscented
- Fragrance Free
- Handy to carry with you
- On the go protection
- Match your protection to the occasion
- Fast and friendly
- Wipe it on, toss it out
- Small package
- OFF! to go
- Always fresh
- Keeps Bugs OFF!
- Always Carry (Product Name)
- Singles

**ACCEPTED**

**Feb 17, 2016**

Under the Federal Insecticide, Fungicide  
and Rodenticide Act as amended, for the  
pesticide registered under  
EPA Reg. No. 4822-258

- (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) The right protection for your family
- (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) (Cache Valley) encephalitis (for up to 8 hours)
- Repels ticks that may carry (Lyme disease) (Rocky Mountain Spotted Fever) (Tick Paralysis) (Ehrlichiosis) (Powassan Encephalitis)
- (Enjoy) up to 8 hours of protection from (mosquitoes). Also protects against (works on) (repels) (ticks (including ticks that may 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)
- 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

*[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.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS: WARNING – Causes substantial but temporary eye injury. Do not get in 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 - 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. 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. Avoid over-application of this product. Frequent reapplication is unnecessary. Do not allow children to handle this product. Do not apply to children's hands. After returning indoors, wash treated skin with soap and water. Do not use under clothing. Will not damage cotton, wool or nylon.

[Information in brackets is notes to Reviewer]  
(Information in parentheses is optional language)

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 AND DISPOSAL

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

*[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: Nonrefillable container. Before disposing, empty package using the product according to the label. Do not reuse or refill outer container. 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. © 2016 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. 4822-XX-X