 Environmental Protection Agency Washington, DC 20460	United States <input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide - Section I

1. Company/Product Number S.C. Johnson & Son, Inc. / 4822-380	2. EPA Product Manager Richard Gebken	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) S.C. Johnson & Son, Inc. / Unscented OFF! Insect Repellent	PM# 10	
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. NOV 7 2004 <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.
--	---

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)
 Notification of alternate brand name.

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 of this product. I understand that it is a violation of 18 U.S.C. 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 40 CFR 152.46, this product may in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

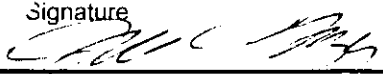
Section III

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	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	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) foil-laminated pouch		
	If "Yes" Unit Packaging wgt.	No. Per container	If "Yes" Package wgt.	No. Per container	
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container	4. Size(s) Retail Container 1- 12 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 (printed) <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 Jill C. Geyer	Title Registration Specialist	Telephone No. (Include Area Code) (262) 260-4431

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)
Signature 	3. Title Registration Specialist	
4. Typed Name Jill C. Geyer	5. Date October 7, 2004	

S. C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236
262.260.2000

October 7, 2004

Document Processing Desk (NOTIF)
Office of Pesticide Programs
U.S. Environmental Protection Agency
Room 266A, Crystal Mall 2
1801 South Bell St.
Arlington, VA 22202-4501

Via Courier

Attn: Ms. Sherada Hobgood

**Re: Unscented OFF! Insect Repellent
EPA Reg. No. 4822-380
Notification of Alternate Brand Name per PR Notice 98-10**

Dear Ms. Hobgood:

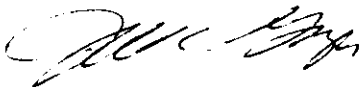
S.C. Johnson & Son, Inc. hereby notifies the U.S. Environmental Protection Agency of its intention to distribute and sell the subject pesticide under the following alternate brand name:

OFF! Active Insect Repellent I

To facilitate this change, we have included a completed Application for Registration and one (1) copy of the subject label. We would like to point out that this alternate brand name has been marked in **bold italics**.

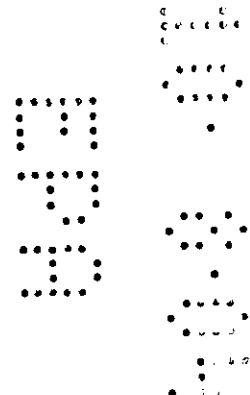
Please contact me if you have any questions or comments. Thank you for your assistance.

Regards,



Jill C. Geyer
Registration Specialist
Phone 262-260-4491
Fax 262-260-4716
E-mail jcgeyer@scj.com

Enclosures



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NOTIFICATION

NOV 7 2004

Unscented OFF! Insect Repellent [master name]
OFF! Insect Repellent II [alternate brand name, 8/15/94]
OFF! Active Insect Repellent I [alternate brand name, 10/7/04]

- SC Johnson A Family Company
- EFFECTIVE PROTECTION from Mosquitoes, Gnats, No-See-Ums, Biting Flies, Ticks (including ticks that cause Lyme disease), Chiggers and Fleas
- Repels mosquitoes, gnats, ticks, biting flies, chiggers & fleas
- Long-lasting protection from mosquitoes, ticks, biting flies, gnats, and chiggers
- FRAGRANCE FREE
- UNSCENTED
- NON-GREASY
- Summer Splash
- Outdoor Fresh
- Tropical Fresh
- Fresh Scent
- New (and improved) (fragrance name) scent (!)
- New (and improved) (fragrance name) fragrance (!)
- Scratch'n'sniff
- Scratch here (to smell fragrance name)
- Refreshing(ly) light scent (of fragrance name) (!)
- Refreshingly light scent your whole family will enjoy
- (OFF!) Family Pack
- Always carry (product name)
- (Travel) (Sample) size
- Try the new scent(s) from OFF! Skintastic repellent(s)
- Clean, fresh scent (of fragrance name)
- (Fresh) (new) scent (!)
- A clean, fresh scent your whole family will enjoy
- Visit www.mosquitoes.com for more information
- Keeps bugs OFF!
- New (consumer) preferred fragrance (or scent)
- Best smelling (product name) ever
- Repels bug(s), not people
- New light, refreshing scent repels bugs, not people
- (Fragrance Name) (Product name) won't leave you smelling like a bug repellent
- (Introducing) the bug repellent that doesn't smell like bug repellent
- A better-smelling way to Keep Bugs OFF!
- Keeping bugs OFF! never smelled (so great) (so good) (better)(!)
- Feels great (!)
- Feels good on. Now smells even better (!)
- The OFF! repellent you'll want on
- Contains DEET (N, N-Diethyl-meta-toluamide)
- Proven protection against mosquitoes
- Mosquito protection
- Up to 6 hours of Mosquito Protection
- Repels mosquitoes that may carry West Nile Virus (for up to 6 hours)

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- Repels mosquitoes that may carry (St. Louis) (Eastern equine) (Western equine) (Lacrosse) (Japanese) (Cache Valley) (Venezuelan equine) (Murray Valley) encephalitis (for up to 6 hours)
- Repels mosquitoes that may carry (Ross River Fever) (Barmah Forest Disease) (Dengue Fever) (Yellow Fever) (Rift Valley Fever) (for up to 6 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 6 hours of protection from mosquitoes. Also protects against (ticks) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- (Protects against) (Repels) (Works on) (mosquitoes) (mosquitoes that may carry West Nile Virus) (ticks) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- Lasts for up to 6 hours against mosquitoes
- Stay protected for up to 6 hours from mosquitoes (that may carry West Nile Virus)
- Maximum protection (keeps working) (for) up to 6 hours
- (Proven) (Effective) Protection (you can count on for up to 6 hours from mosquitoes) (that may carry West Nile Virus)
- ((Delivers) (Powerful) protection) (keeps working) against mosquitoes for up to 6 hours
- Proven shield for up to 6 hours against mosquitoes
- (Fights off) (Protects against) (repels) (mosquitoes (that may carry West Nile Virus)) (ticks) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- Up to 6 hours of proven (effective) protection from mosquitoes (that may carry West Nile Virus)
- (Effective) (Proven) protection up to 6 hours from mosquitoes (that may carry West Nile Virus)
- Enjoy the (outdoors, the great outdoors, backyard, outside, park, woods/forest) with up to 6 hours of protection against mosquitoes
- HOLD UPRIGHT WHEN SPRAYING (SPRAYS UPSIDE DOWN TOO!)
- Provides hours of effective protection from mosquitoes, gnats, and biting flies (deer flies, sand flies, stable flies, and black flies).
- Also repels ticks, chiggers and fleas from treated skin and clothing.
- OFF!© is not greasy, won't stain and resists perspiration.

ACTIVE INGREDIENT:

DEET 15%

INERT INGREDIENTS: 85%

KEEP OUT OF REACH OF CHILDREN

WARNING

See additional Precautions on Back Panel
Net Wt. 1 - 12 oz.

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.

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[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: Contents under pressure. Do not use near heat, sparks or open flame. Do not puncture or incinerate container. Exposure to temperatures above 120° F may cause bursting. 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.**

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. After returning indoors, wash treated skin with soap and water. **FOR MAXIMUM PROTECTION, 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. Do not apply to children's hands. When using on children, apply to your own hands and then put it on the child.

WORKS ON CLOTHING TOO: 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: Store away from heat or flame in an area inaccessible to children.

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.

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[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 optional graphic below]*)



Questions? Comments? Call 800-558-5252 or write Helen Johnson. ©2004 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

EPA REG. NO. 4822-380

EPA EST. NO. 4822-XX