

PM 10

4822-469

7/28/97

pg 1710

UNITED STATES ENVIRONMENTAL PROTECTION AGENCY



U.S. ENVIRONMENTAL PROTECTION AGENCY
Office of Pesticide Programs
Registration Division (7505C)
401 "M" St., S.W.
Washington, D.C. 20460

EPA Reg.
Number:

4822-469

Date of Issuance:

JUL 28 1997

NOTICE OF PESTICIDE:

 x Registration
 Reregistration

(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Repellent LMO

Name and Address of Registrant (include ZIP Code):

James H. Wallace Jr.
Registration Specialist
S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236

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.

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.

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.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided that you:

1. Submit and/or cite all data required for registration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.

2. Make the following label changes:

a. Revise the EPA Registration Number to read, "EPA Reg. No. 4822-469".

b. Delete the statement "When the (appliance) (unit) (device) (name) is operating, a (pleasant) (light) (fresh) (fragrance name) fragrance will be emitted." No fragrances are listed on the CSF.

Signature of Approving Official:

Date: JUL 28 1997

CONCURRENCES

SYMBOL	PM10	7505C						
SURNAME	<i>[Signature]</i>	<i>[Signature]</i>						
DATE	7/28/97	7/28/97						

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- c. Add the following statements from the cited product label to the precautionary statements:
Harmful if inhaled. Avoid breathing vapors.
- d. Add the following First Aid statement:
If inhaled: Move victim to fresh air. If not breathing, give artificial respiration, preferably mouth-to-mouth. Get medical attention.
- e. Delete from the label the descriptor "pleasant", as it implies a degree of safety that is not warranted, making it a false and misleading statement within the meaning of 40 CFR 156.10(a).
- f. Delete the claim "Until now, about the only way to solve this problem was to apply an insect repellent (to your skin) (that smells and feels unpleasant on your skin)" as it is a comparative claim that is false and misleading withing the meaning of 40 CFR 156.10(a).
- g. Your efficacy data demonstrates that this product is efficacious up to four hours. You must clarify any statements about how long the pad lasts to state that it is efficacious only up to four hours.
- h. Delete all statements about using the product when there is wind. Using the product under other than calm conditions will cause the product to drift off-site.
- i. Add the following environmental hazards statement to the label:
This pesticide is highly toxic to fish. Do not apply directly to water. Drift from treated areas may be hazardous to organisms in adjacent aquatic sites.
- j. The descriptive word "New" may only be used for six months after registration.

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3. Submit two copies of the revised final printed label for the record.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA sec. 6(e). Your release for shipment of the product constitutes acceptance of these conditions.

A stamped copy of the label is enclosed for your records.

Maurice J. [Signature] / PM10

JUL 28 1997

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

4822-469

<Repellent LMO to EPA 10/96>

Repellent LMO

ACTIVE INGREDIENT

d-cis/trans allethrin.....21.97%✓

INERT INGREDIENTS.....78.03%

KEEP OUT OF REACH OF CHILDREN

CAUTION

SEE (BACK) (SIDE) PANEL (INSERT) FOR ADDITIONAL PRECAUTIONARY STATEMENTS

(STARTER PACKAGE) CONTAINS:

1 Reusable Appliance

(1) (2) (3) Butane Cartridge(s)

(1) (2) (3) Insect Repellent Pad(s) (net weight ____ oz. each)

(REFILL PACKAGE) CONTAINS:

(1) (2) (3) Butane Cartridge(s)

(1) (2) (3) Insect Repellent Pad(s) (net weight ____ oz. each)

(For detailed Directions For Use and safety information, see insert (instruction sheet) inside box.)

New!

Area repellent

(Mosquitoes) (bugs) (outdoor flying insects) (biting flies) can spoil just about any outdoor activity (whether you are entertaining guests at a barbecue or just working in your backyard). Until now, about the only way to solve this problem was to apply an insect repellent (to your skin) (that smells and feels unpleasant on your skin).

(When used with Repellent LMO pads,) (the name) (efficiently) repels (reduces the annoyance of) (mosquitoes)(outdoor flying insects) (bugs) ((and) biting flies) in an area as large as (15 feet in diameter) (an average-size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) (for hours).

(name) is also portable to allow you to take it anywhere you expect annoying (mosquitoes) (outdoor flying insects) (bugs)((and) biting flies) to be a problem.

(name) pleasantly protects your outdoor area from (mosquitoes) (outdoor flying insects) (bugs)((and) biting flies) in an area as large as (15 feet in diameter) (an average-size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) (for hours).

(name) provides a bug free outdoor area as large as (15 feet in diameter) (an average-size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) (from mosquitoes) (biting flies) (outdoor flying insects) (for hours).

(Provides) (Pleasant) (Odor-free) (Convenient) (Portable) (Silent) (Continuous) (Effective) protection (for hours).

(Provides) (Pleasant) (Odor-free) (Convenient) (Portable) (Silent) (Continuous) (Effective) protection from (mosquitoes) (outdoor flying insects) (bugs) (biting flies).

(Provides) (Pleasant) (Odor-free) (Convenient) (Portable) (Silent) (Continuous) (Effective) protection you can take anywhere outdoors.

(Provides) (Pleasant) (Odor-free) (Convenient) (Portable) (Silent) (Continuous) (Effective) protection you don't (have to) put on.

A revolutionary appliance that protects you and your (family) (guests) from (mosquitoes) (outdoor flying insects) (bugs) (biting flies).

An appliance that (pleasantly protects your outdoor area from (mosquitoes) (outdoor flying insects) (bugs) (biting flies)) (provides pleasant protection from mosquitoes (outdoor flying insects) (bugs) (biting flies))

An outdoor product for use in backyards, patios, decks, and other recreational areas.

But now the makers of OFF!, the experts at keeping (mosquitoes) (bugs) (outdoor flying insects) (biting flies) away, has developed a whole new way to give you effective protection. In fact, it's an OFF! product you don't put on.

Continuous
Convenient
Easy to use
Effective

Enjoy the Outdoors Again (With the OFF! you don't put on) (Without Wearing an Insect Repellent).
Enjoy the outdoors again without wearing insect repellent

It's a portable device so you can take it anywhere; it's (odor-free) and silent so you can use it (in comfort) (comfortably); and it (pleasantly) (protects) (repels) (your outdoor area from) (mosquitoes) (outdoor flying insects) (bugs)((and) biting flies) (in) (an area as large as) (15 feet in diameter) (an average size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) for hours so you can enjoy the outdoors again without the presence of (mosquitoes) (outdoor flying insects) (bugs) (biting flies).

Its design is attractive so you will be comfortable using it when you entertain guests, yet functional so it is effective and easy to use.
Make outdoor evenings enjoyable again.

New (name) is a small device that (pleasantly) (protects) (repels) (your outdoor area from) (mosquitoes) (outdoor flying insects) (bugs)((and) biting flies) (in) (an area as large as) (15 feet in diameter) (an average size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) for hours. It works by silently and continuously releasing an odor-free repellent that keeps (mosquitoes) (bugs) (outdoor flying insects) (biting flies) away from your outdoor area for hours.

Now the experts at keeping (mosquitoes) (bugs) (outdoor flying insects) (biting flies) off people have developed a revolutionary new way to repel (mosquitoes) (bugs) (outdoor flying insects) (biting flies) (for any outdoor occasion) (without wearing a bug repellent) (that you don't have to put on) -- Introducing (the OFF! you don't put on) - New (name).

Odor-free
One (OFF!) (ThermaCELL®) (butane) cartridge lasts (6-8) (8) (8-10) (9) (9-10) (10) (10-11) (11) (10-12) (12) hours.
One Repellent LMO pad lasts (2) (2-3) (3) (3-4) (2-4) (4) (4-6) (6) (6-8) (8) hours.
Pleasant -
Plus it's portable. So you can take it anywhere (mosquitoes) ((and) biting flies) are expected to be a problem.
Portable

Provides hours of (Pleasant) (Odor-free) (Convenient) (Portable) (Silent) (Continuous) (Effective) protection from mosquitoes (outdoor flying insects) (bugs) (biting flies).

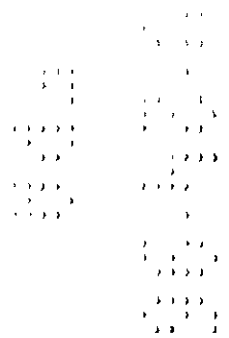
Revolutionary
Security from (mosquitoes) (outdoor flying insects) (bugs) (biting flies).
Security system against (mosquitoes) (outdoor flying insects) (bugs) (biting flies).
Silent
Simple

Simply insert the cartridge and repellent pad and push a button to start. It silently and continuously releases (a) (an) (odorless) (odor-free) (pleasant) (pleasant smelling) repellent that (pleasantly) protects (your outdoor area from) (mosquitoes) (outdoor flying insects) (bugs)((and) biting flies) (in) (an area as large as) (15 feet in diameter) (an average size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) (for hours).

Take back (reclaim) your (backyard) (patio) (deck) from (mosquitoes) (outdoor flying insects) (bugs) (biting flies).

The (pleasant) (odor-free) (convenient) (portable) (silent) (continuous) (effective) way to keep your area bug-free.

The OFF! you don't put on!™
Unobtrusive



(Usage Tips) (Helpful Hints):

(For best results,)

(Allow (a few) (10) (10-15) (15) (15-30) (30) minutes for product to take effect.) (Start the (product) (name) outdoors (at least) (10) (10-15) (15) (15-30) (30) minutes before your activity (and place it in your outdoor area) (so it has time to begin working.)

(Use the (name) (when air is calm) (in still air) (in areas) (The appliance works well in outdoor areas) (where there is minimal (or light) (or mild) (breeze) (wind)) such as decks, porches, patios, yards).)

(When the air is not calm) (In breezy) (In windy) (weather) (conditions), (Use) (Place) the (name) (so the repellent is carried (by the wind to protect) (over) your outdoor area) (upwind from your outdoor (area) (activity)).)

Wind will carry the repellent away from the device.

(Use one (name) (in) (small areas) (an area as large as) (10x10) (11x11) (12x12) 13'x13') (14'x14') (15' by 15') (15 feet in diameter) (an average size deck or patio) (15 square feet) (175 square feet) (225 square feet) (a deck or patio) (for every 175 square feet) (for every 225 square feet) (of space).

(Use two (name) (or more) (in) (larger areas) (areas larger than) (15 feet in diameter) (an average size deck or patio) (15 square feet) (15 feet by 15 feet) (175 square feet) (225 square feet) (a deck or patio) (for every 175 square feet) (for every 225 square feet) (of space).

Extreme wind, heat, humidity may effect the performance of the Repellent LMO.
Appliance and pad effectiveness may be diminished if exposed to rain.

)

Directions for Use

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling.

Remove one Repellent LMO pad (from its (the) wrapper).

Make sure the 'ON/OFF' switch on the (appliance) (unit) (device) (name) is in the 'OFF' position. Insert the pad under the black grill (on the (appliance) (unit) (device) (name)).

Remove (the) cover on (the) (end of) (appliance) (unit) (device) (name)).

Remove (the) cap from (the) (OFF!) (ThermaCELL®) (butane) (cartridge).

Screw (OFF!) (ThermaCELL®) (butane) (cartridge) into opening of appliance. Make sure the (OFF!) (ThermaCELL®) (butane) (cartridge) is (fully inserted by (twisting) (turning) it (clockwise) until it stops) (screwed in completely).

Replace (the) cover on (the) (end of) (appliance) (unit) (device) (name).

Slide (the) 'ON/OFF' switch to (the) 'ON' position; the butane gas will now begin to flow.

Wait (at least) (5) (10) (5-10) (15) (20) seconds (for the butane gas to begin to flow). Depress (the) start button (at least) (3) (4) (5) (3-5) times (in a row) (consecutively) (in rapid succession).

To verify (the) (appliance) (unit) (device) (name) is operating, pick it up and tilt (it) to check the lens on the end (of the unit). The (light) (wire) (filament) (inside) (inside the end of the) (at the end of the) (appliance) (unit) (device) (name) glows when (the) (appliance) (unit) (device) (name) is operating. If this light is not glowing, check to make sure the (OFF!) (ThermaCELL®) (butane) (cartridge) is completely screwed into place. Depress the start button (at least) (3) (4) (5) times (in a row) (consecutively) (in rapid succession) (again).

(When the (appliance) (unit) (device) (name) is operating, a (pleasant) (light) (fresh) (fragrance name) fragrance will be emitted.)

Check the indicator (light) (inside the end of the) (at the end of the) (appliance) (unit) (device) (name) (again).

Place (the) (appliance) (unit) (device) (name) on a flat, stable area (with the grill side facing up). Do not touch the grill. After a (minute or two) (few minutes) the grill will be hot.

When (you are) finished using (the) (appliance) (unit) (device) (name), (or storing the (appliance) (unit) (device) (name)) (slide (the) 'ON/OFF' switch to the 'OFF' position) (store the pad) (remove the (OFF!) (ThermaCELL®) (butane) (cartridge)) (and replace the unit and cartridge covers).

STORAGE: Store unused pads in (original container and keep in locked area) (an area inaccessible to children). Store (appliance) (unit) (device) (name) and (OFF!) (ThermaCELL®) (Butane) (cartridge) in a cool, dry place.

DISPOSAL: Securely wrap (exhausted) (used up) pad in newspaper and place in trash. Securely wrap empty butane cartridge in newspaper and place in trash.

[NOTE TO REVIEWER: DIRECTIONS/INSTRUCTIONS MAY CONTAIN SUBTITLED PICTURES TO AID CONSUMER UNDERSTANDING]

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS

CAUTION. Keep out of reach of children. For outdoor use as an insect repellent only. Do not use indoors, in a tent or enclosed area. Do not touch the grill while the unit is in use. The grill is hot while in use. Do not insert anything other than Repellent LMO pads in the (appliance) (unit) (device) (name).

PHYSICAL AND CHEMICAL HAZARDS

Place on flat, stable surfaces with the grill facing up. Do not cover with any material while in use. Clean with a damp cloth only when the device is cool and inactive.

Device contains flammable butane. Do not use near fire or flame. Do not insert anything other than Repellent LMO pads in the grill. Do not allow pad to come into contact with other substances. Cartridges contain pressurized butane. Protect the butane cartridges from sunlight. Do not expose them to temperatures above 50°C/120°F. Do not pierce, break or incinerate butane cartridges, even after use. Butane cartridges other than ThermaCELL® will not work in this device. S.C. Johnson & Son, Inc. will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent pads.

EPA Reg. No.

EPA Est. No. 4822-WI-1

Patents Pending

QUESTIONS? COMMENTS? Call 800-558-5252 Weekdays 9-9 Eastern time or write Helen Johnson. ©199X S.C. Johnson & Son, Inc., Racine, WI 53403-2236 USA. All Rights Reserved

[Text to go on LMO Repellent pad pouch]

Repellent LMO

ACTIVE INGREDIENT

d-cis/trans allethrin.....21.97%

INERT INGREDIENTS.....78.03%

Keep out of reach of children

CAUTION

See (outer carton) (insert) for additional precautionary statements

Net weight ____ oz.

EPA Reg. No.

EPA Est. No. 4822-WI-1

QUESTIONS? COMMENTS? Call 800-558-5252 Weekdays 9-9 Eastern time or write Helen Johnson. ©199X S.C. Johnson & Son, Inc., Racine, WI 53403-2236 USA. All Rights Reserved

Refill Information:

Refill (OFF!) (ThermaCELL®) (butane) (cartridge):

One (OFF!) (ThermaCELL®) (butane) (cartridge) lasts (6) (6-8) (8) (9) (9-10) (8-10) (10) (11) (10-11) (10-12) (12) hours.

(If your unit fails to heat, it may be out of fuel.)

(Check (the) fuel level by holding the cartridge horizontally and looking at the clear end.)

(Check (the) fuel gauge on the (back of the appliance) (bottom.)

(You can see (the) amount of butane in (the) cartridge. Replace (the) cartridge if it is empty.)

Refill Pads:

(One Repellent LMO pad lasts (2) (2-3) (3) (3-4) (2-4) (4) (4-6) (6) (6-8) (8) hours.)

(Pad turns (white) (pale blue) when active ingredient has been exhausted) (used up).)

(To change pad: slide the 'ON/OFF' switch to 'OFF', allow the device to cool completely.)

(Pull (the) used pad out and slide in (a) fresh pad (in). Wrap (the) used pad in paper and place (it) in (the) trash.)

[Text to go on the (appliance) (unit) (device) (name)]

CAUTION - HOT SURFACE

Keep out of reach of children.

For outdoor use as an insect repellent only. Do not use indoors, in a tent or enclosed area.

Do not touch the black grill while the unit is in use. Black grill is hot while in use.

Place on flat, stable surfaces with the black grill facing up.

Do not cover with any material while in use.

Device contains flammable butane. Do not use near fire or flame.

Read Directions For Use and precautionary statements on the (insert) (instruction sheet) and outer package carefully.

Butane cartridges other than ThermaCELL® will not work in this device. S.C. Johnson & Son, Inc. will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent pads.

Mfd. for S.C. Johnson & Son, Inc. Racine, WI 53403-2236

Patents Pending

[Text to go on the (OFF!) (ThermaCELL®) (BUTANE) CARTRIDGE]

DANGER:

Extremely flammable. Contains Butane. Contents under pressure. Do not puncture or incinerate. Do not use near sparks or open flames or store at temperatures above 120°F/50°C or expose cartridge to prolonged sunlight. Keep cartridge out of children's reach. Use only with Repellent LMO. (Not responsible for damage caused by using this butane cartridge in other butane products.)

Revised Oct. 18, 1996 by JHW.

1) Revised Ingredient Declaration to agree with CSF

2) Removed fragrance descriptors