



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 22, 2017

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

Subject: Notification per PRN 98-10 –Marketing claims
Product Name: KBR 3023 ALL-FAMILY INSECT REPELLENT NON-
AEROSOL SPRAY
EPA Registration Number: 4822-536
Application Date: 11/9/2017
Decision Number: 535915

Dear Mr. Hollas:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

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.

If you have any questions, you may contact Angela Hollis at 703-347-0216 or via email at hollis.angela@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is written in a cursive style with a large initial "E".

Elizabeth Fertich
Product Manager 4
Invertebrate & Vertebrate Branch 1
Registration Division (7505P)
Office of Pesticide Programs

KBR 3023 All-Family Insect Repellent Non-Aerosol Spray [EPA base file name]

[Alternate Brand Names:]

- OFF! FamilyCare Insect Repellent II [3/16/2006]
- OFF! Daily Defense Insect Repellent II [1/21/2014]
- OFF! Out & About Insect Repellent II [1/21/2014]

[Note to reviewer: the following section of bulleted statements and any text in parenthesis are optional language]

- **(Contains) (With) Picaridin**
- **Picaridin insect repellent**

- (Contains Picaridin) (Contains KBR) (new generation insect repellent)
- Effective protection from mosquitoes, biting flies and fleas
- Repels insects for up to 3-4 hours
- Use with confidence on the whole family. It feels good on the skin, not oily, greasy, or sticky. It smells great too.
- [Repel(s)] (Shields against) (Protects against) (annoying) (Mosquitoes) (insects) up to 3-4 hours
- (Effective) (Proven) (mosquito) (protection) (shield) (repellency) up to 3-4 hours
- Provides hours of effective protection from mosquitoes and fleas
- Gives effective protection against mosquitoes-and fleas
- Repels mosquitoes and fleas
- Repels flies (too!) (for up to 3-4 hours)
- Works great on biting flies
- (Proven mosquito) (Provides long lasting) (Dependable) (Invisible) (Discreet) protection
- Keeps bugs OFF!
- (Light) (gentle) (mild) (smooth) (Non-Greasy) Formula
- Always carry (product name)
- Sprays at any angle
- (Light pleasant) (Clean fresh) (great) scent
- (It's) pleasant smelling
- Has a fresh, clean fragrance that won't leave you smelling like bug repellent
- Specially formulated to feel and smell better on your skin
- Keeping insects away never felt so good
- Leaves skin feeling (smooth and natural) (great)
- (Doesn't feel like you have it on) (Your friends won't know you have it on) (You won't know you have it on)
- Leaves a pleasant feeling on skin
- Feels comfortable
- (Ultra) (Clean) feel (formula)
- Dye-free
- For playing and relaxing outdoors
- Won't stain (Test on an inconspicuous area of the clothing prior to application.)
- For yardwork and camping
- Protection for people on the go
- Protection that fits your lifestyle
- (Family) (Skincare) formula

NOTIFICATION

4822-536

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

12/22/2017

- Suitable for the whole family
- Gentle on your skin
- (Contents:) water, denatured alcohol, Picaridin, fragrance
- Best feeling OFF! (spritz) (pump) (spray)
- (Sports) (Active) formula
- No fragrance
- Fragrance-free
- New (formula)
- Skincare
- Not oily, greasy or sticky [may use in any combination]
- Family
- Unscented
- No unpleasant odor
- Repels mosquitoes that may carry West Nile Virus
- Repels mosquitoes that may carry (the) Dengue (virus)
- Provides 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 protection from mosquitoes that may carry (the) Zika (virus)
- Effective protection from mosquitoes that may carry (the) Zika (virus)
- Pump
- Spray
- Created by Skintastic
- From Skintastic
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson

KEEP OUT OF REACH OF CHILDREN

CAUTION

ACTIVE INGREDIENT:

Picaridin..... 5%

OTHER INGREDIENTS:.....95%

NET CONTENTS: 1-16 fluid ounces (29-473 ml)

PRECAUTIONARY STATEMENTS

Hazards to Humans – CAUTION: Causes moderate eye irritation. Avoid contact with eyes. 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.

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

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.

Skin: If you or your child react to this product, 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, sparks, 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. Reapply every 3-4 hours. Frequent reapplication and saturation are unnecessary. Do not apply more than three times per day. 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. Will not damage fabrics, plastics, watch crystals, and painted or varnished surfaces.

STORAGE AND DISPOSAL

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

DISPOSAL: Nonrefillable container. Before disposing, empty the container by using the product according to the label. Do not reuse or refill this container. Place in trash or offer for recycling if available.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.

Questions? Comments? Call 800-558-5252 or write Helen Johnson. ©2017 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

EPA Reg. No. 4822-536

EPA Est. No. XXX-XX-X