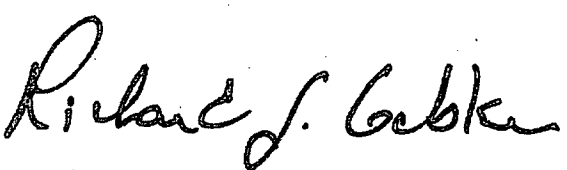
 <p style="text-align: center;">U.S. ENVIRONMENTAL PROTECTION AGENCY Office of Pesticide Programs Registration Division (7505C) 1200 Pennsylvania Ave., N.W. Washington, D.C. 20460</p> <p style="text-align: center;">NOTICE OF PESTICIDE: <u> X </u> Registration <u> </u> Reregistration (under FIFRA, as amended)</p>	EPA Reg. Number:	Date of Issuance:
	4822-542	APR - 9 2007
	Term of Issuance: Conditional	Name of Pesticide Product: NORM I
<p>Name and Address of Registrant (include ZIP Code):</p> <p>S. C. Johnson and Co. c/o Stuart McArthur Insect Control & Research, Inc. Agent for: Sumitomo Chemical Company, LTD. 1330 Dillon Heights Ave. Baltimore, MD 21228</p>		
<p>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>		
<p>On the basis of information furnished by the registrant, the above named pesticide is hereby conditionally registered 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.</p> <p>This product is conditionally registered in accordance with FIFRA §3(c)(7)(A)(ii) provided that you:</p> <ol style="list-style-type: none"> 1. Make the following label changes before you release the product for shipment: <ol style="list-style-type: none"> a. Revise the EPA Registration Number to read, "EPA Reg. No. 4822-542." 		
Signature of Approving Official:		Continued on page 2
 <p>Richard Gebken, Product Manager (10) Insecticide Branch, Registration Division (7505P)</p>		Date: APR - 9 2007

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b. Revise the label as indicated. Strikethroughs indicate text that must be deleted. Italics text must be added.

c. An Environmental Hazards section should be added with the following statement:

Environmental Hazards
Do not apply to water"

2. Submit the following confirmatory data within two (2) years of the date on this stamped approved label:

a. One year storage stability [830.6317] and corrosion characteristics [830.6320]. These observations must be made at 0, 3, 6, 9, & 12 month intervals.

3. Submit one copy of the revised final printed label for the record before you release the product for shipment.

A copy of each the product chemistry (dated), acute toxicity (dated), product performance reviews (dated), and humans studies ethics review (dated) are included for your records.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA §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.

Sincerely,

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

Enclosures

- Product chemistry DER
- Acute toxicity DER
- Efficacy DER
- Human Studies Ethics Review
- Stamped Label

EPA Master Name: NORM 1

OFF!® (Personal)¹ Insect Repellent [alternate brand name]

ACCEPTED
with COMMENTS
In EPA Letter Dated:

APR - 9 2007

Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 4822-542

GENERAL CLAIMS:

Efficacy claims:

1. Repels mosquitoes from your personal space¹
2. (Tested) (Proven to) (repel Mosquitoes) (work) (in extreme conditions)
3. ~~(Proven)~~ (Portable) Protection²
4. ~~5' X 5'~~ Area of protection
5. ~~5 foot circle~~ of protection
6. Protection for (outdoor occasions) (~~extreme conditions~~)²
7. Tested in the Everglades
8. ~~Great~~ (protection) (repellency)² no mess
9. Repels (Mosquitoes), (not people)²
10. As you move (from place to place), [Product Name] rebuilds its ~~circle~~ of protection in a few minutes
11. In just a few minutes, [Product Name] creates a(n) ~~(5' x 5')~~ area of personal protection from mosquitoes.
12. Environmental factors such as wind may affect the area of protection
13. Head-to-Toe Protection

Longevity Claims:

1. (Provides) (~~hours of~~) (Effective) (Protection) (For) (Up To)³ (6, 7, 8, 9,10, 11,12) (Hour)(s) (~~circle~~) (of protection) (from Mosquitoes).

Refill Claims:

1. (Each) (refill) (provides) (effective) (personal space) (protection) (lasts) (~~up to~~) (6) (7) (8) (9) (10) (11) (12) hours (protection) (per refill).
2. Replace refill and battery (ies) (at the same time) after (6), (7), (8), (9), (10), (11), (12) hours
3. Sample inside
4. Free refills
5. Added refills inside
6. (Do not) (**Don't**) forget (to purchase) (product name) (**your**) refills
7. Works with (product name) (**repellent**) (**fan**) (device) (unit)
8. **For best results, we recommend that the refill be used within (#) (weeks) (months) of opening**

"Technology" Claims:

1. (Patented) (Laboratory) (Field) (Tested) (fan-aided) (**innovative**)⁴Technology
2. New⁵
3. (Fan powered) outdoor protection
4. (Fan) (activated) repellent (pad)

¹ The use of the word "Personal" implies that this product is individualistic, when there are claims that it can be placed on a flat surface, table, bench, etc., which is not personal.

² Duration of efficacy needs to be associated with this claim; otherwise, if this statement is used exclusive of the longevity claims, it may be false and misleading.

³ "remove the brackets from each side of "Up To" as this otherwise can be used as optimal situations only.

⁴ The use of the word "innovative" can be used for a period of 6 months from the date of this initial registration for the product.

⁵ The use of the word "New" can be used for a period of 6 months from the date of this initial registration for the product.

5. **(Quiet)** (Built-in) fan (disperses) **(circulates)** **(the)** (repellent) **(around you)**.

“Convenience/Portability” Claims:

1. Portable **(Light)** **(Small)**
2. ~~Take Anywhere Protection~~⁶
3. (Unsurpassed) (Superior) (Comfort) (Convenience) (and) (Portability) compared to ~~(OFF!® (Insect Repellents) (to OFF!® skin applied repellents)~~
4. Easy to use
5. ~~Portable protection you can trust~~⁷
6. (Take the) (Portable) ~~(Creates a) (Circle of)~~ (Outdoor) Protection (with you) (that goes with you) (that stays with you) (that you can take with you) ~~(wherever you go)~~⁸ (that) (allows) (lets) (you) (to) (enjoy) (the outdoors) (your outdoor) (activities) (events) (fun).
7. (Easy to use) (Convenient) (No liquid) (refills)
8. Created for your (outdoor) (active) lifestyle
9. Protection (for people on the go) (that fits your) (outdoor) (active) lifestyle
10. (Place) (Carry) (Have) (take) *unused*⁹ (product name)(one): (everywhere) (in) (your) (purse) (glove compartment) (glove box) (golf bag) (tennis bag) (tackle box) (tent) (book bag) (backpack) (fanny pack) (beach bag) (boat) (summer cabin) (first-aid kit)
11. *Outdoor*¹⁰ **Usage (Occasions) (Locations)**
For use (in) camping, fishing, hunting, boating, (in) the backyard, on the go, at *outdoor* sporting events, (while) gardening, playing **(outside)**, **(entertaining)**, **(relaxing on)**, **patio or deck**, **away-from-home (activities) (events)**, **beach**, (at) **the park**, ~~(anywhere)~~¹¹ (outside)

“No Skin Application” Claims¹²

1. ~~No skin application~~
2. ~~Portable Protection You Don't Have To (put on), (spray on), (rub on)~~
3. ~~No need to rub (messy chemicals), (greasy), (oily), (sticky) (repellents) on your skin~~
4. ~~(The) OFF!® (Personal Protection) (Repellent) you (do not) (don't need to) (put on) —(spray on) (rub on)~~
5. ~~Mosquito control repellent for sensitive skin~~
6. ~~No (skin) (contact with) (greasy)(oily) (sticky) (smelly) (repellents) (sprays) (or) —(lotions)~~
7. ~~Nothing to apply~~
8. ~~(Not messy) (no mess)~~

Usage Claims:

1. Clip-on Insect Repellent
2. (Specially designed to) Clip(s) onto **(your)** (belt), (pants), (shorts) (waistband) (purse) (or) (sit on a flat surface).

⁶ The statement “Take Anywhere Protection” is potentially false and misleading, because of the open ended “anywhere” and not in agreement with 40 CFR 156.10.

⁷ This is an implied safety claim not in agreement with 40CFR 156.10.

⁸ This product is an outdoor use only, and “wherever you go” implies that the product can be anywhere which is not in agreement with “outdoor use only.”

⁹ This section of statements needs to clearly identify that the unused product can be placed carried have or taken, not used or opened packages.

¹⁰ This section needs to be clearly identified as “Outdoor Usage (Occasions) (Locations):”

¹¹ The term “anywhere” is an open ended use site, and can lead to product misuse.

¹² All of the “No Skin Application” Claims are comparative claims that are potentially false and misleading. (40 CFR 156.10).

- 3. Device may also be placed on a table, (bench) (or other suitable surface) (away from food and sources of heat, ignition or moisture)¹³.
- 4. Battery (ies) (not) included
- 5. (Just) Clip-It
- 6. (Ergonomic) (comfortable) (light) (portable) design
- 7. For outdoor use only.
- 8. Do not use indoors
- 9. Battery operated
- 10. Does not (require) (use) heat (to operate)
- 11. Refillable¹⁴

Disease carrying mosquito claims:

- 1. ~~(Proven to)~~ (Repel(s)) (Protect(s) Against) Mosquitoes That May Carry West Nile Virus ~~(WNV)~~. (, St. Louis) (, Eastern equine) (, Western equine) (, LaCrosse) ~~(Japanese)~~ (, Cache Valley) ~~(or, Venezuelan equine)~~ ~~(Murray Valley)~~ (encephalitis)¹⁵?

Marketing Claims:

- 1. (Multi-pack) (twin) (Bonus) (Value) (Variety) (Backyard) (Barbeque) (Pack)
- 2. Buy one get one free
- 3. Money back (guaranteed) (guarantee)
- 4. Odorless
- 5. Unscented
- 6. Fragrance Free
- 7. Get the OFF!® mosquito protection that is right for you.
- 8. (Contains) (with) (Metofluthrin) (S1264)¹⁶
- 9. Visit www.OFFprotects.com for more information
- 10. Keep(s) Bugs OFF! ®
- 11. ~~LONG LASTING PROTECTION UP TO 12 HOURS PROTECTION~~¹⁷ from mosquitoes
- 12. ~~From the #1 brand of insect repellents~~¹⁸
- 13. ~~From (the makers of) OFF!®, the #1 brand of insect repellents~~¹⁸
- 14. ~~From America's #1 brand of insect repellents~~¹⁸
- 15. ~~(From the) (America's) #1 trusted brand of insect repellents~~¹⁸
- 16. ~~OFF!®: 40+ years of experience in Mosquito Protection~~¹⁸
- 17. ~~Families have trusted the OFF!® protection for more than 40 years~~¹⁸
- 18. Additional Information (about) (Product Name) (repellent) (fan) (device) (unit)

RETAIL CONTAINER LABELING: STARTER KIT AND REFILL

[PRODUCT NAME]

¹³ The clarification statement "away from food and sources of heat, ignition, or moisture, should not be optional statements, therefore you should remove the brackets.

¹⁴ SCJ should consider replacing refillable with "replaceable pad" to identify that the product is not intended to be refilled, but that a pad inside can be replaced, which is a more accurate description of how the product device is reused.

¹⁵ The statement "Proven Protection", "(WNV)", leading nonsensical ";", inserts, "(Japanese)", "(Murray Valley)", and the "?" have been struck from this section.

¹⁶ The term "S1264" is not recognized by the Agency as a common chemical name.

¹⁷ This full claim is not supported by data. The text "long lasting protection" was removed.

¹⁸ This is a comparative claim even if true, is false and misleading. (40 CFR 156.10).

CAUTION:

(KEEP OUT OF REACH OF CHILDREN)

(Do not allow children or pets to (handle) (play with) the unit.)

See additional (precautions) **(and instructions)** on back.

Do not use indoors or in enclosed spaces.

ACTIVE INGREDIENT:

Metofluthrin31.2%

OTHER INGREDIENTS..... 68.8%

Total.....100.0%

NET WT. (XXX) (OZ)²⁰ (Grams)

(Starter Kit) Contains 1 [Product Name] (mosquito) (repellent) (fan) (device) (unit), (1) (2) (mosquito) (repellent) Refill(s) (Discs) (Disks) (Cartridges), and 2 (battery type, e.g. AA) batteries¹⁹

(Refill) Contains (1) (2) (3) [Product Name] (mosquito) (repellent) refill(s) (discs) (disks) (cartridges)

Net Weight XX oz. ²⁰(each)

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS:

CAUTION: Harmful if swallowed, inhaled, or absorbed through the skin. Avoid contact with skin, eyes or clothing. Avoid breathing vapor. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Remove and wash contaminated clothing before reuse.

Store away from food, beverages and pet food. Do not use indoors or in enclosed spaces. Do not touch device with metal instruments or wet hands. Do not allow materials of any kind to cover the unit while it is in use. Replace refill only when unit is off.

[Note to reviewer: Boxed format or bullets may be used in First aid section if label space permits]

FIRST AID Call a poison control center or doctor immediately for treatment advice.

If Swallowed: Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to by a poison control center or doctor. Do not give anything to an unconscious person.

If on Skin: Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

If Inhaled: Move person to fresh air. If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably mouth-to-mouth if possible.

Have product container or label with you when calling a poison control center or doctor or going for treatment.

For additional information in case of emergency call toll free 800-558-5252.

~~Bitrex is a trademark of Marfarlin Smith, Inc.~~

~~Bitrex Logo:~~

~~A bitter ingredient added to help keep children and pets from ingesting.~~²¹

Hand Wash Logo:

Be sure to wash hands after handling.

PHYSICAL & CHEMICAL HAZARDS – Do not pry open or probe into device with any instrument or tool. Use only with (Number) (Type) battery (ies). Do not cover the device when in use or place it near sources of heat or ignition. Do not store near heat or open flame.

¹⁹ The labeling on the batteries should be added to the stamped approved label for the next submission, as all labeling associated with a registered product must be reviewed and approved by the Agency. SCJ may otherwise add the statement "Sold Separately" to clearly identify that batteries are not sold with this product.

²⁰ The Net Weight must be reflected in fluid ounces.

²¹ The use of Bitrex in association with this product to accentuate that it is added to keep children and pets from ingestion, is a false and misleading safety claim. The Agency has clear documented information that certain individuals (especially infants) cannot discern the presence of Bitrex.

Do not put battery in fire or mutilate. *Batter(y) (ies)*²² may burst or release toxic materials.

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.

To operate device:

1. **Batteries are included. For initial use, turn over device, open battery cover, and pull tab to activate the 2 AA batteries. (For Starter Instructions only)**
2. **Remove one mosquito repellent refill (disk) from its (container) (packaging) and remove peel-off seal. Open the device door to insert refill (cartridge) (disk) into the device (making sure the raised side of the liquid indicator is facing out) and then close the door.**
3. **Slide the ON/OFF switch to "ON".**
4. **Clip the device to your belt, pants/short waistband, purse or any other convenient location. (Device may also be placed on a table, bench or other suitable (hard) surface (away from food and sources of heat, ignition or moisture).) When placing unit on a surface, lay the unit on its back to allow open circulation of repellent. In just a few minutes [Product Name] (fan) (device) (unit) creates an $5' \times 5'$ area of personal protection from mosquitoes. If you move, allow a few minutes for the [Product Name] (fan) (device) (unit) to rebuild its circle of protection.**
5. **When finished using the product, turn the ON/OFF switch to "OFF". This will close the unit to preserve the repellent for future usage. (For best results, we recommend that the refill be fully used up within (#) weeks of opening.) In between uses, store [Product Name] (the device) in the "OFF" position in a cool, dry place.**
6. **When the (color) liquid indicator dries up, it is time to replace the refill.**
7. **Replace the batteries when fan stops moving. Batteries will last (for) up to (#) hours of use. When batteries need to be replaced: turn over device, open battery cover, and put in 2 fresh AA batteries.**

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

DISPOSAL: Before disposing, **fully use up the refill** according to the label. Do not reuse **the (refill) (cartridge)**. **If Empty:** Place in trash or offer **the (refill) (cartridge)** for recycling if available. **If refill remains partially unused:** 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 ©(YEAR) S.C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A. All Rights Reserved

EPA Reg. No. 4822-XXX

EPA Est. No. 4822-WI-1

FAN UNIT (Delivery Device) And REFILL POUCH:

[Product Name]

CAUTION

(KEEP OUT OF REACH OF CHILDREN)

(Do not allow children or pets to (handle) (play with) the unit.)

See additional precautions (and instructions) on **refill (container) (box)**.

²² This section may need to be refined to be compatible with the statements already identified on the batteries..

8 8 8

Do not use indoors or in enclosed spaces.

ACTIVE INGREDIENT:

Metofluthrin31.2%
OTHER INGREDIENTS..... 68.8%
Total.....100.0%

EPA Reg. No. 4822-
EPA Est. No.
Net Weight

Questions? Comments? Call 800-558-5252 or Write Helen Johnson ©(YEAR) S.C.
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