

4822-542

3/19/2014

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

Ms. Jean M. Fugate
S.C. Johnson & Son, Inc.
1525 Howe St.
Racine, WI 53403-2236

MAR 19 2014

Subject: Label Amendment – Addition of Alternate KOOROC Statement and Other
Label Language
Product Name: NORM 1
EPA Registration Number: 4822-542
Submission Date: March 11, 2014
Decision Number: 486666

Dear Ms. Fugate:

The label amendment referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended is **acceptable**.

The Agency has reviewed your proposal for an alternate “Keep Out of Reach of Children” statement, and agrees with the alternate language, “Do not allow children to handle the unit. Keep out of reach of pets.”

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.

Products released for shipment after 18 months from the date on this notice or the next printing of the master label whichever occurs first, must bear the new revised label. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA. Amended labeling will supersede all previously accepted labels. Your release for shipment of this product constitutes acceptance of these conditions. As required by 40 CFR 156.10(6), you must submit one copy of the final printed label before the product is released for shipment. If you have any questions please contact Carlyn Petrella by phone at (703) 347-0439 or via email at “petrella.carlyn@epa.gov”.

SEE NEXT PAGE

Page 2 of 2
Label Amendment – Alternate KOOROC Statement
Product Name: NORM 1
EPA Registration Number: 4822-542
Decision Number: 486666

Sincerely,



Richard Gebken
Team Leader / Product Manager (13)
Insecticide Branch
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

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[Information in brackets is notes to Reviewer]

(Information in parentheses is optional language)

(Underlined parenthesis sections indicate optional language where a choice(s) of the underlined options will be included on the label and cannot be excluded)

EPA Master Name: NORM 1

Alternate brand name: OFF!® Clip-On™ Mosquito Repellent [1/21/08]

Alternate brand name: OFF!® Clip-On™ Mosquito Repellent Deepwoods Sportsmen [1/21/08]

Alternate brand name: OFF!® Clip-On™ Mosquito Repellent Refill(s) [1/21/08]

Alternate brand name: OFF!® Clip-On [6/4/07]

Alternate brand name: OFF!® Repellent Fan [6/4/07]

RETAIL CONTAINER LABELING: STARTER KIT AND REFILL KIT

[PRODUCT NAME]

ACTIVE INGREDIENT:

Metofluthrin31.2%

OTHER INGREDIENTS..... 68.8%

Total.....100.0%

**ACCEPTED
MAR 19 2014
Under the Federal Insecticide, Fungicide,
and Rodenticide Act, as amended, for the
pesticide registered under:**

Do not allow children to handle the unit. Keep out of reach of pets. Reg. No: 4822-542

CAUTION:

See additional (precautions) (and instructions) on (back) (side) (panel(s))(outermost package).

Do not use indoors or in enclosed spaces.

[For refill kits packaged using a see-through blister where the refill pouch front panel is fully visible, all precautionary language above will appear as well as some additional precautionary statements about proper refill handling found on the refill pouch label. See precautions in "REFILL POUCH" section for this lengthier precautionary language option.]

NET WT. (XXX) (OZ) (Grams)

(Starter Kit) (Contains) 1 [Product Name] (mosquito) (repellent) (fan) unit [insert #] (mosquito) (repellent) Refill(s), and [insert #] [insert type] batteries

(Refill) Contains [insert #] [Product Name] (mosquito) (repellent) refill(s) and [insert #] [insert type] batteries

Net Weight XX oz. (each)

[Optional referral statement for small packages.]

(See inside for usage instructions)

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.

(Batteries are included.)

To prepare unit:

1. Remove one mosquito repellent refill from its packaging (by holding the tab). Do not touch treated (refill) cloth when inserting or removing the refill.

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

(Underlined parenthesis sections indicate optional language where a choice(s) of the underlined options will be included on the label and cannot be excluded)

2. (Hold tab.) (Slide) (insert) refill into (the) unit ([insert color]) ([insert pattern/descriptor])(side up) (side down). Wash hands thoroughly and immediately after handling the refill.
3. Lock refill in place by (twisting) (turning) the (top)(front) (clockwise) until refill slot is completely closed to [insert "off" symbol].

To operate unit:

4. (Twist) (Turn) on the unit by (again) (further) (twisting)(turning) the (top) (front) (clockwise) (all the way) to [insert "on" symbol] (until the fan turns on).
5. Clip the unit to your belt, pants/short(s) waistband, purse or (hang on) (place in) any other convenient location next to you. (Rotate if desired.)
6. ([Insert color]) (use up)(LED) light will turn on to indicate when there are (approximately) [insert #] hours of refill and battery (life) remaining. When you no longer feel air blowing from the unit and the ([insert color]) (use up) (indicator)(LED) light turns off, insert new refill and new ([insert # and type]) batteries.
7. When finished using the unit, (twist) (turn) the (top) (front) (counterclockwise) to [insert "off" symbol].

Useful tips:

- (Unit includes a rotating clip for desired comfort.)
- Within (a few) minutes, (the) unit (creates) (provides) (head-to-toe) (personal) protection from mosquitoes for up to (6), (7), (8), (9), (10), (11), (12) hours. If you move, allow a few minutes for the unit to (rebuild) (reform) (the) (its) (head-to-toe) (personal) protection.
- You can also place the unit next to you 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 clip to allow open circulation of repellent.)
- Store ([Product Name]) (the) unit (in) (the) ("OFF") (off symbol) (position) in a cool, dry place – never in a hot car, glove compartment, or trunk.
- Each refill lasts up to (6), (7), (8), (9), (10), (11) (12) hours. (Use within [insert #] days of opening.) (Refills expire after [insert #] days of opening.) Replace refill [insert number] days after opening or after 12 hours of use, whichever comes first. Only ([Product Name]) refill(s) (provided) should be used in the ([Product Name]) unit.
- Replace (with)) (Fan unit designed to use) ([insert # and type]) batteries.

(Batteries are included.)

[Optional Supplemental (additional) Directions:]

1. Insert repellent disk. (Do not touch treated (refill) (cloth).)
2. (Turn) (Twist) unit "On."
3. Clip unit onto waistband or place on table next to you.
4. (Turn) (Twist) "Off" when finished. Remainder of (6), (7), (8), (9), (10), (11) (12) hour refill can be used at a future time.

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

(Underlined parenthesis sections indicate optional language where a choice(s) of the underlined options will be included on the label and cannot be excluded)

See inside for (complete) usage directions.

[Optional clarifying text for pictograms, if used:]

1. (Hold tab). (Slide) (insert) refill into unit ((insert color)) ((insert pattern/descriptor))(side up (side down).) Do not touch treated refill cloth.
2. (Twist) (turn) the (top) (front) (clockwise) until fan (goes) (turns) ON.
3. [Insert color] = (The refill and batteries are low.) (Change refill and batteries soon.) (Change soon.)
4. Battery door (under clip)
5. "On/Off" Switch (& Symbol)

STORAGE AND DISPOSAL

STORAGE: Store in a cool, dry place away from heat or flame in an area inaccessible to children.

DISPOSAL: Non-refillable refill. Before disposing, fully use up the refill according to the label. Do not refill or reuse the refill. If Empty: Place the refill in the trash or offer 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.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS AND DOMESTIC ANIMALS:

CAUTION: Harmful if swallowed, inhaled, or absorbed through the skin. Avoid contacting skin, eyes or clothing with treated refill cloth. 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) (unit) 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.

[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: If treated refill cloth touches skin or clothing 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.

[insert Hand Wash Logo]

Be sure to wash hands after handling.

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[Information in brackets is notes to Reviewer]
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ENVIRONMENTAL HAZARDS

Do not apply to water.

PHYSICAL & CHEMICAL HAZARDS – Do not pry open or probe into (device) (unit) with any instrument or tool. Use only with (Number) (Type) batter(y)(ies). Do not cover the (device) (unit) when in use or place it near sources of heat or ignition. Do not store near heat or open flame. Do not put batter(y)(ies) in fire or mutilate. Batter(y)(ies) may burst or release toxic materials.

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
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U. S. Patent D553233 (pat. Pending)

EPA Reg. No. 4822-542
EPA Est. No. 70999-WI-1 (A), 70999-WI-2 (B). Lot number suffix (A) or (B) indicates appropriate establishment number.

(Refill) (Made in (country of origin))
(Device) (Made in (country of origin))

REFILL POUCH:

[Product Name]

ACTIVE INGREDIENT:

Metofluthrin	31.2%
OTHER INGREDIENTS.....	68.8%
Total.....	100.0%

Do not allow children to handle the unit. Keep out of reach of pets.

CAUTION

Do not touch treated cloth. Wash hands after handling (the) (refill).

See additional precautions (and instructions) on (outermost) (refill) (package)(ing) (container) (box).

Do not use indoors or in enclosed spaces.

NET WT. (XXX) (OZ) (Grams)

[Full Directions for Use to be used if space allows]

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 prepare unit:

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[Information in brackets is notes to Reviewer]

(Information in parentheses is optional language)

(Underlined parenthesis sections indicate optional language where a choice(s) of the underlined options will be included on the label and cannot be excluded)

1. Remove one mosquito repellent refill from its packaging (by holding the tab). Do not touch treated (refill) cloth when inserting or removing the refill.
2. (Hold tab.) (Slide) (insert) refill into (the) unit ((insert color)) ((insert pattern/descriptor))(side up) (side down). Wash hands thoroughly and immediately after handling the refill.
3. Lock refill in place by (twisting) (turning) the (top)(front) (clockwise) until refill slot is completely closed to [insert "off" symbol].

To operate unit:

4. (Twist) (Turn) on the unit by (again) (further) (twisting)(turning) the (top) (front) (clockwise) (all the way) to [insert "on" symbol] (until the fan turns on).
5. Clip the unit to your belt, pants/short(s) waistband, purse or (hang on) (place in) any other convenient location next to you. (Rotate if desired.)
6. ((Insert color)) (use up)(LED) light will turn on to indicate when there are (approximately) [insert #] hours of refill and battery (life) remaining. When you no longer feel air blowing from the unit and the ((insert color)) (use up) (indicator)(LED) light turns off, insert new refill and new ((insert # and type)) batteries.
7. When finished using the unit, (twist) (turn) the (top) (front) (counterclockwise) to [insert "off" symbol].

[Optional Supplemental (additional) Directions:]

1. Insert repellent disk. (Do not touch treated (refill) (cloth).)
2. (Turn) (Twist) unit "On."
3. Clip unit onto waistband or place on table next to you.
4. (Turn) (Twist) "Off" when finished. Remainder of (6), (7), (8), (9), (10), (11) (12) hour refill can be used at a future time.

See inside for (complete) usage directions.

[Optional clarifying text for pictograms, if used:]

1. (Hold tab). (Slide) (insert) refill into unit ((insert color)) ((insert pattern/descriptor))(side up) (side down). Do not touch treated (refill) cloth.
2. (Twist) (turn) the (top) (front) (clockwise) until fan (goes) (turns) ON.
3. [Insert color] = (The refill and batteries are low.) (Change refill and batteries soon.) (Change soon.)
4. Battery door (under clip)
5. "On/Off" Switch (& Symbol)

Questions? Comments? Call 800-558-5252 or Write Helen Johnson
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 U. S. Patent D553233 (pat. Pending) (Made in (country of origin)).

EPA Reg. No. 4822-542

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EPA Est. No. 70999-WI-1 (A), 70999-WI-2 (B). Lot number suffix (A) or (B) indicates appropriate establishment number.

FAN UNIT (Delivery Device):

[Product Name]

ACTIVE INGREDIENT:

Metofluthrin31.2%

OTHER INGREDIENTS..... 68.8%

Do not allow children to handle the unit. Keep out of reach of pets.

(CAUTION)

Do not use indoors or in enclosed spaces.

(See additional precautions (and instructions) on (refill) (package)(ing) (container) (box))

Questions? (Comments?) Call 800-558-5252 (or write Helen Johnson)

(Sold By) ©(YEAR) S.C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A.

(Made in (country of origin))

Model No.: [Insert #]

EPA Reg. No. 4822-542

[Optional Marketing Statements]

General Claims:

1. Repels mosquitoes
2. Portable Protection
3. Provides protection (from mosquitoes) for up to 12 hours
4. Protection for outdoor occasions
5. Tested in the Everglades
6. (Protection) (repellency) no mess
7. Repels (Mosquitoes), (not people)
8. As you move (from place to place), [Product Name] rebuilds its protection in a few minutes
9. In just a few minutes, [Product Name] creates personal protection from mosquitoes.
10. Environmental factors such as wind may affect the area of protection
11. Head-to-Toe Protection (for) up to (6), (7), (8), (9), (10), (11), (12) Hours
12. SC Johnson A Family Company
13. A Family Company Since 1886. Fisk Johnson

Longevity Claims:

1. (Each refill) (Provides) (Enjoy) (Protection) (from mosquitoes) (For) Up To (6), (7), (8), (9), (10), (11), (12) (Hour)(s) (of) (odorless) protection) (from Mosquitoes).

Refill Claims:

1. (Replace) (Each) (refill) (provides) (personal space) (protection) (lasts) up to

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

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- (after) (6), (7), (8), (9), (10), (11), (12) hours (of head to toe) (protection) (per refill) (*). (*)
- ‡ (Use each refill) within [[insert #] weeks] ([[insert #] days) of opening.)
- 2. (Replace) (Each) (refill) (provides) (personal space) (protection) (lasts) up to (after) (6), (7), (8), (9), (10), (11), (12) hours (of head to toe) (protection) (per refill) (*). (*) (Refill expires after [[insert #] weeks] ([[insert #] days).)
- 3. Replace refill and battery(ies) (at the same time) after (6), (7), (8), (9), (10), (11), (12) hours
- 4. Sample inside
- 5. Free refills
- 6. Added refills inside
- 7. (Do not) (Don't) forget (to purchase) (product name) (your) refills
- 8. Works with (product name) (repellent) (fan) (device) (unit)
- 9. Refill(s) fit all Clip-On™ (product name) fan devices
- 10. (Contains) [insert quantity] refills (+). (+) Refill(s) fit all Clip-On™ (product name) fan devices.
- 11. For best results, we recommend that the refill be used within (#) (weeks) (months) of Opening
- 12. Refills available
- 13. (Multiple-use) (reusable) refills (up to 12 hours)
- 14. Use each refill multiple times (up to 12 hours)
- 15. Remainder of (6), (7), (8), (9), (10), (11), (12) hour refill can be used at a future time.
- 16. (Extra) (Second) (Free) refill (included)
- 17. Replace the refill and batteries (when)(after) you no longer feel air blowing from the unit (and the ([[insert color]]) (x hour) (use up) (indicator)(LED) light turns off)
- 18. (Refill) works in all Clip-on (models) (units)
- 19. (Refill) can be used in all Clip-on (models) (units)

Technology Claims:

- 1. (Patented) (Laboratory) (Field) (Tested) (fan-aided) (innovative)Technology
- 2. (Fan) (circulated) (powered) (repellent) (outdoor protection)
- 3. (Fan) (activated) repellent
- 4. (The) (Quiet) (Built-in) fan (inside) (disperses) (circulates) (the) (mosquito) (repellent) (all around you).
- 5. Scientifically engineered.
- 6. (Vents) (air exits) (360°) out the (unit) (product name) to repel mosquitoes (from where they) (hunt) (approach).
- 7. (Fan)(design) provides 360° air flow
- 8. (Now with) (a) (an) ([[insert color]]) (X hour) (refill and battery) (use up)(indicator)(LED) light
- 9. ([[insert color]]) (X hour) (refill and battery) (use up) (indicator)(LED) light
- 10. ([[insert color]]) (LED) light indicates (approximately) [insert number] hours of refill and battery left.
- 11. ([[insert color]]) (X hour) (refill and battery) (use up)(indicator) (LED) light technology
- 12. (Now with) (a) (an) ([[insert color]]) (X hour) (refill and battery) (use up)(indicator)(LED) light technology

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

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Convenience/Portability Claims:

1. Portable (Small) (design)
2. (Comfort) (Convenience) (and) (Portability) compared to OFF!® (Insect Repellents) (skin applied repellents)
3. Easy to use
4. Portable protection
5. (Take) (the) (Portable) (Outdoor) Protection (with you) (that goes with you) (that stays with you) (that) (allows) (lets) (you) (to) (enjoy) (the outdoors) (your outdoor) (activities) (events) (fun).
6. (Easy to use) (Convenient) (No liquid) (refills)
7. Created for your (outdoor) (active) lifestyle
8. Protection (for people on the go) (that fits your) (outdoor) (active) lifestyle
9. (Bring) (Carry) (Clip) (Attach) (take) (take along) (unused) (product name)(one): (everywhere) (in) (your) (purse) (car) (golf bag) (tennis bag) (tackle box) (backpack) (fanny pack) (beach bag) (first-aid kit)
10. Outdoor Usage (Occasions) (Locations)
(For use) (in) (Enjoy) (Product Name's) (protection) (when you're) (camping), (fishing), (hunting), (boating), (in) (the) (backyard), (on the Go), (at sporting events), (watching sports), (while) (gardening), (playing) (outside), (entertaining), (relaxing on/in), (patio or deck), (the backyard), (away-from-home) (activities) (events), (at) (the Beach), (at) (the park), (outside).
11. (Easy to use) (Convenient) (360°) (rotating) clip.
12. Add (convenience) (portability) (comfort) (style) to your (spring) (summer)
13. Versatile clip
14. Versatile clip- rotates
15. Versatile clip- rotates (so) (you can) (Clip-it) (hang it) (place it)
16. Versatile clip- (so) (you can) (Clip-it) (hang it) (place it)
17. (Have) (Take) (Bring) (Carry) (product name) (one) (along): (ready) (in) (to) (for) (your) (tent) (boat) (summer cabin)

"No Skin Application" Claims:

1. No skin application
2. Portable Protection You Don't Have To (put on), (spray on), (rub on)
3. (The) OFF!® (Personal Protection) (Repellent) you (do not) (don't) (need to) (put) (spray) on)
4. Nothing to apply
5. (Not messy) (no spray) (no mess)
6. Mosquito protection you don't (put on your skin) (spray on).
7. (Enjoy) (personal) (mosquito) protection (without a spray.)

Usage Claims:

1. (Clip-on)™ (Insect) (Mosquito) Repellent
2. (Specially designed to) Clip(s) onto (your) (belt), (pants), (shorts) (waistband) (purse) (or) (sit(s) on a flat surface).
3. Device may also be placed on a table, (bench) (or other suitable surface) away from food and sources of heat, ignition or moisture.

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(Information in parentheses is optional language)

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- 4. Batter(y)(ies) (not) included
- 5. (Just) Clip It (On) (to your belt) (to your bag) (or set it next to you) (or hang it next to you)
- 6. For outdoor use only.
- 7. Do not use indoors
- 8. Battery operated
- 9. Does not (require) (use) heat (to operate)
- 10. Refillable (replaceable disk)
- 11. Don't spray it on. Clip it on.
- 12. Clip it on...or set it next to you.
- 13. Clip it on...or hang it next to you.

Fan Unit (Delivery Device) Claims:

- 1. (Ergonomic) (comfortable) (light) (portable) design
- 2. (More) Ergonomic
- 3. (Design) (Shape) (Look) (vent design)
- 4. Sleek (Design) (Shape) (Look)
- 5. Modernized (Design) (Shape) (Look) (vent design)
- 6. (More) Modern (Design) (Shape) (Look) (vent design)
- 7. (More) Contemporary (Design) (Shape) (Look) (vent design)
- 8. Same (OFF! Clip-On) Protection
- 9. Gen III (Clip on) (Design) (Shape) (Look)
- 10. (with) (a) rotating clip
- 11. (with) (a) pivoting clip
- 12. Same protection, (updated design) (compact design)
- 13. Uses same refill as (OFF! Clip-On) ([insert product name])
- 14. Uses (OFF! Clip On) (product name) refill
- 15. Limited Edition Designs
- 16. Designs only available at [insert retailer name]
- 17. Clip it On – in colors!
- 18. look for [insert year first launched]
- 19. Add (portable) (convenient) style to your summer
- 20. more vents
- 21. more vents

Disease carrying mosquito claims:

- 1. (Repel(s)) (Protect(s) Against) Mosquitoes That May Carry (Vector) (Transmit) (West Nile Virus), (St. Louis) (Eastern equine) (Western equine) (LaCrosse) (Cache Valley) (or) (Venezuelan) (equine encephalitis)

Marketing Claims:

- 1. Multi-pack
- 2. Buy one get one free
- 3. Money back (guaranteed) (guarantee)
- 4. Odorless
- 5. Unscented

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

(Underlined parenthesis sections indicate optional language where a choice(s) of the underlined options will be included on the label and cannot be excluded)

6. Get the OFF!® mosquito protection that is right for you.
7. (Contains) (with) (Metofluthrin) (\$1264)
8. Visit www.OFFprotects.com for more information
9. Keep(s) Bugs OFF! ®
10. Up to 12 hours of protection from mosquitoes
11. Learn more about the (new) (Product Name) at www.OFFProtects.com™
12. (Look inside) (for) usage tips and savings (inside)
13. Save (\$) on any (Product Name) (refill)
14. (Twin) (Bonus) (Value) (Variety) (Backyard) Pack
15. Mosquito Protection in Two Easy Steps
 1. Twist top to open, fully insert refill
 2. Twist closed to activate fan

[Insert color] Light = Change refill & batteries soon

[The two steps, if used, will always carry a referral to the complete usage instructions. Optional graphics may accompany the two steps, example graphics shown below.]

