



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

July 1, 2019

Dan Hollas  
Registration Specialist  
S.C. Johnson and Son, Inc.  
1525 Howe Street, M.S. 149  
Racine, WI 53403

Subject: Notification per PRN 98-10 – Adding Dry Technology marketing language  
Product Name: ETLG-1  
EPA Registration Number: 4822-543  
Application Date: 12 April 2019  
Decision Number: 550785

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 Dr. Helen Hull-Sanders at 703-347-0243 or via email at [hull-sanders.helen@epa.gov](mailto:hull-sanders.helen@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "C. Aubee".

Catherine Aubee, Chief  
Invertebrate-Vertebrate Branch 1  
Registration Division (7505P)  
Office of Pesticide Programs

## ETLG-1

## NOTIFICATION

4822-543

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:

07/01/2019

### [Alternate Brand Names:]

**OFF! FamilyCare Insect Repellent I [5/8/2006]**  
**OFF! Daily Defense Insect Repellent I [1/21/2014]**  
**OFF! Out & About Insect Repellent I [1/21/2014]**

### [Optional Marketing Claims]

1. S.C. Johnson, A Family Company
2. SC Johnson A family company at work for a better world
3. A family company since 1886. Fisk Johnson
4. Advanced quick-dry formula
5. Quick-dry formula
6. Advanced quick-dry technology
7. Quick-dry technology
8. Dry powder protection
9. Dry powder technology
10. Dry Touch Technology
11. DryTouch Technology
12. Dry powder formula
13. Dry Finish
14. First dry (powder) insect repellent (spray)
15. First dry (powder) repellent (spray)
16. Revolutionary dry (powder) insect repellent (spray)
17. Revolutionary dry (powder) repellent (spray)
18. First revolutionary dry (powder) insect repellent (spray)
19. First revolutionary dry (powder) repellent (spray)
20. Dry (feel) (insect) (repellent) protection
21. Dry (feel) (insect) (repellent) formula
22. Dry (feel) (insect) (repellent) shield
23. Dry (feel) (insect) (repellent) defense
24. Dry (feel) (insect) repellent (spray)
25. DEET protection that goes on dry
26. Dries (instantly) (in seconds)
27. Driest (feeling) OFF!
28. Fastest drying OFF!
29. Best feeling OFF!
30. Dry protection (for any occasion) (for any location)
31. Effective protection that goes on dry
32. Feel fresh and protected (with dry OFF!)
33. Goes on dry
34. Instant (dry) (disappearing) repellent
35. Instant dry (active formula)
36. Instant dry (formula)
37. Instant dry (instant protection)
38. Instant dry (protection)
39. Keeps skin feeling dry
40. Powder (aerosol) (repellent) (spray)
41. Powder dry (feel) (formula) (to the touch) (protection)
42. Silky-dry
43. Smooth (dry formula)
44. Soft touch formula
45. Soft (and silky) powder

46. Spray powder
47. So dry you barely feel it!
48. Touchable (soft) protection
49. The OFF! you don't feel on
50. Doesn't feel like you have it on
51. (A) repellent you don't feel
52. (A) repellent you don't have to feel
53. You won't (even) know you have it on
54. Your friends won't (even) know you have it on
55. No one will (even) know you have it on
56. Light feel (strong) (effective) protection
57. Light weight (strong) (effective) protection
58. Non-greasy
59. Non-oily
60. Not oily or greasy
61. Fresh feel
62. Feels comfortable
63. (Instant) (Quick) (Fast) disappearing
64. Invisible (powder) protection
65. Invisible dry shield
66. Leaves a pleasant feeling (on skin)
67. Long-lasting dry protection
68. Greaseless protection
69. No more (wet) greasy residue
70. Protection you don't feel
71. Protective shield that goes on dry
72. Stays where you spray
73. For your active lifestyle
74. Protection (for people on the go) (that fits your lifestyle)
75. (Sports) (Active) formula
76. For (Hunting) (Hiking) (Fishing) (Biking)
77. Spray (and) ('n) go
78. Spray on-the-go protection
79. (Handy) (Portable) ("Take-a-long") size
80. Resists perspiration
81. Sweat resistant
82. EFFECTIVE PROTECTION from Mosquitoes, Gnats, No-See-Ums, Biting Flies, Ticks (including ticks that cause Lyme disease), Chiggers and Fleas
83. Repels mosquitoes, gnats, ticks, biting flies, chiggers & fleas
84. Long-lasting protection from mosquitoes, ticks, biting flies, gnats, and chiggers
85. Contains DEET (N, N-Diethyl-meta-toluamide)
86. Proven protection against mosquitoes
87. (Up to 6 hours of) Mosquito Protection
88. Repels mosquitoes that may carry West Nile Virus (for up to 6 hours)
89. Repels ticks that may carry (Lyme disease)
90. (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)
91. (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)
92. (Lasts) (Stay protected) for up to 6 hours against mosquitoes (that may carry West Nile Virus)
93. Maximum protection (keeps working) (for) up to 6 hours
94. (Proven) (Effective) Protection ((you can count on for) up to 6 hours from mosquitoes) (that may carry West Nile Virus)

95. ((Delivers) (Powerful) protection) (keeps working) against mosquitoes for up to 6 hours
96. Proven shield for up to 6 hours against mosquitoes
97. (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)
98. Repels mosquitoes that may carry (the) Dengue (virus)
99. Provides (long lasting) protection from mosquitoes that may carry (the) Dengue (virus)
100. Effective protection from mosquitoes that may carry (the) Dengue (virus)
101. Repels mosquitoes that may carry (the) Zika (virus)
102. Provides (long lasting) protection from mosquitoes that may carry (the) Zika (virus)
103. Effective protection from mosquitoes that may carry (the) Zika (virus)
104. Up to 6 hours of proven (effective) protection from mosquitoes (that may carry West Nile Virus)
105. Enjoy the (outdoors, the great outdoors, backyard, outside, park, woods/forest) with up to 6 hours of protection against mosquitoes
106. Provides hours of effective protection from mosquitoes, gnats, and biting flies (deer flies, sand flies, stable flies, and black flies).
107. Also repels ticks, chiggers and fleas from treated skin and clothing.
108. Powder dry formula
109. Smooth & dry (spray) (aerosol)
110. Created by Skintastic
111. From Skintastic
112. Contains cornstarch

**ACTIVE INGREDIENT:**

DEET ..... 15%

OTHER 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. Do not get in eyes. Harmful if swallowed. 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 and before eating, drinking, chewing gum, using tobacco or using the toilet.

*[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.

If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center.

**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.**

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

**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 AND DISPOSAL

**STORAGE:** Store in a cool, dry place away from heat, sparks, and open flame.

**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.



[Note to reviewer: The STEEL recycle symbol might be used on final printed label if space allows.]  
(Aerosol can made from xx% total recycled content)

(Contains no CFCs or Other Ozone Depleting Substances. Federal Regulations Prohibit CFC Propellants in Aerosols [or optional graphic below])



Questions? Comments? Or Emergency Information Call 800-558-5252 or write Helen Johnson.(Sold By:)  
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