



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

November 14, 2017

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

Subject: Notification per PRN 98-10 and PRN 2007-4 – Addition of alternate brand names, revised marketing claims and storage and disposal language  
Product Name: GENEVA-T  
EPA Registration Number: 4822-555  
Application Date: 10/03/2017  
Decision Number: 535288

Dear Mr. Delgado:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 and (PRN) 2007-4 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and PRN 2007-4 and finds that the action requested falls within the scope of PRN 98-10 and PRN 2007-4.

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

The alternate brand names “*OFF! FamilyCare Insect Repellent VII; OFF! All Family Insect Repellent I; OFF! Defense Insect Repellent III; OFF! Protect Insect Repellent I & OFF! Clean Feel Insect Repellent III*” have been added to the product record.

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.

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on non-refillable

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containers. The code may appear either on the label (and can be added by non-notification via PR Notice 98-10) or durably marked on the container itself.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is fluid and cursive, with the first name being more prominent.

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

11/14/2017

### *Geneva –T*

**OFF! FamilyCare Insect Repellent VII [alternate brand name 10/3/17]**

**OFF! All Family Insect Repellent I [alternate brand name 10/3/17]**

**OFF! Defense Insect Repellent III [alternate brand name 10/3/17]**

**OFF! Protect Insect Repellent I [alternate brand name 10/3/17]**

**OFF! Clean Feel Insect Repellent III [alternate brand name 10/3/17]**

*[Note to reviewer: the following label is for individual towelette wrappers and/or outer containers]*

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

- NEW
- (now) with Picaridin
- (now) contains Picaridin
- Repels (annoying) mosquitoes (for (up to) 8 hours)
- Protects against (annoying) mosquitoes (for (up to) 8 hours)
- Long-lasting protection from (annoying) mosquitoes (for (up to) 8 hours)
- (Proven) protection from (annoying) mosquitoes (for (up to) 8 hours)
- Repels ticks
- Repels ticks including ticks that may cause Lyme Disease
- TICKS-OFF®
- Repels Biting Flies
- Keeps bugs OFF!
- BUG-OFF™
- Non-Greasy (formula)
- Sports formula
- Active formula
- Outdoorsmen formula
- It feels good on the skin, not oily, greasy, or sticky.
- Keeping insects away never felt so good
- 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
- Clean feel
- Dye-free
- For playing and relaxing outdoors
- Won't stain
- Always carry *[insert product brand name]*
- Long lasting (protection) **for up to 8 hours**
- Long lasting on-the-go protection **for up to 8 hours**
- For people on-the-go (protection)
- Protection that fits your lifestyle
- Specially formulated for (hunters,) (hunting,) (fishermen,) (fishing,) (hikers,) (hiking,) (campers) (camping) (and) (other outdoorsmen) (other outdoor activities)
- (It) won't damage (gear) (fishing lines,) (gun stocks,) (tackle boxes) (or) (other synthetic materials) (other plastic sporting equipment)

- Won't damage (fabrics) (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) (or) (painted surfaces)
- x Individual towelette packet(s)
- x individually wrapped towelette(s)
- Handy to carry with you
- Convenient
- Portable
- Pre-moistened repellent towelettes
- (Individually wrapped so it won't dry out) (and) (it fits anywhere)
- (Product name) convenient to toss in your ( Car) (Desk) (Purse) (Bag) (Briefcase) (Gym Bag) (Beach Bag) (Back Pack) (Wallet)
- Insect Repellent

*[Note to reviewer: the following section of bulleted statements are for formulas containing fragrance]*

- It smells great too.
- Won't leave you smelling like bug repellent
- (Light) (pleasant) (Clean) (Fresh) (Great) scent ((that) won't leave you smelling like bug repellent)
- (Light) (pleasant) (Clean) (Fresh) (Great) fragrance ((that) won't leave you smelling like bug repellent)
- (It's) pleasant smelling
- Specially formulated to feel and smell better on your skin

*[Note to reviewer: the following section of bulleted statements are for formulas that do not contain fragrance]*

- No fragrance (formula)
- Fragrance-free (formula)
- No-odor (formula)
- Odorless (formula)

**KEEP OUT OF REACH OF CHILDREN  
WARNING**

**ACTIVE INGREDIENT:**

Picaridin..... 16%

**OTHER INGREDIENTS:**.....84%

**NET CONTENTS:** XXX

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS - WARNING:**

Causes substantial but temporary eye injury. Do not get in eyes. Wash thoroughly with soap and water after handling, returning indoors, and before eating, drinking, chewing gum or using tobacco. Discontinue use and consult a doctor if irritation or rash occurs. **Call a poison control center or doctor immediately for treatment advice.**

**Refer to (back)(side) panel for additional precautions.**

*[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.**

~~**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.**

Open package, remove and unfold towelette. It may be necessary to use more than one towelette. Do not apply over cuts, wounds, irritated or sunburned skin. Do not apply near eyes and mouth. Apply sparingly around ears. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. **Reapply every eight hours. Do not apply more than two times per day.** Do not apply to children's hands. Do not allow children to handle this product. After returning indoors, wash treated skin with soap and water.

## STORAGE AND DISPOSAL

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

*[The following is for individually-wrapped towelettes]*

**DISPOSAL:** **Non-refillable container. Do not reuse or refill this container.** Before disposing, empty package by using the product according to the label. Do not reuse towelette or wrapper. Place used towelette and wrapper in trash. **Offer for recycling if available.**

*[The following is for outer containers containing individually-wrapped towelettes]*

**DISPOSAL:** **Non-refillable container. Do not reuse or refill this container.** Before disposing, empty package by using the product according to the label. Do not reuse towelettes or wrappers. Place used towelettes and wrappers in trash. Place outer container in trash or offer for recycling if available.

*[The following is for outer containers containing towelettes that are not individually-wrapped]*

**DISPOSAL:** **Non-refillable container. Do not reuse or refill this container.** Before disposing, empty package by using the product according to the label. Do not reuse towelettes. Place used towelettes in trash. For unused towelettes: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Place outer container in trash or offer for recycling if available.

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

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