

4822-556

12-17-2007

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U.S. ENVIRONMENTAL PROTECTION AGENCY

Office of Pesticide Programs
Registration Division (7505P)
1200 Pennsylvania Ave., N.W.
Washington, D.C. 20460

EPA Reg. Number:

4822-556

Date of Issuance:

DEC 17 2007

NOTICE OF PESTICIDE:

Registration
 Reregistration
(under FIFRA, as amended)

Term of Issuance:

Conditional

Name of Pesticide Product:

Geneva

Name and Address of Registrant (include ZIP Code):

S.C. Johnson & Son, Inc.
1525 Howe Street
Racine, WI 53403-2236
USA

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.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered 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.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A) provided you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. Make the following label changes before you release the product for shipment:
 - a) Revise the EPA Registration Number to read "EPA Reg. No. 4822-556".
3. Marketing Claims:
 - a) Remove West Nile virus and other mosquito-borne disease claims from the label. The current efficacy database does not support these claims. Product specific data or citation of data from a substantially similar product are required.
 - b) Remove "Effective DEET alternative" from the label.

Signature of Approving Official: see last page

Richard Gebken, Product Manager 10

Date:

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- c) Qualify the use of the claim "long lasting protection" with the protection time of 8 hours.

4. First Aid: Remove the statement "Skin" as the product is category IV for dermal toxicity and skin irritation. It is not a sensitizer. Note that only statements consistent with the Label Review Manual should be used in this section of the label.

5. Precautionary Statements.

- a. Add a referral statement to the front panel of the label, "Refer to back/side panel for additional precautions."

Revise the precautionary statements as follows:

b. 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."

- c. Add an emergency response telephone number or make reference to calling a poison control center for emergencies.

6. Revise the "Directions for Use" as follows:

- a. Change: "For continued insect protection, reapply as effectiveness diminishes, but do not exceed 2 applications per day." to "Reapply every eight hours. Do not apply more than two times per day."

7. Refer to PR Notice 2007-4 "Standards for Pesticide Containers and Containment" and revise your label accordingly.

8. Confidential Statements of Formula.

- a. The basic Confidential Statement of Formula (CSF), dated October 30, 2006 is acceptable and is the basic CSF of record.
- b. The alternate CSFs (Alt 1, 2 and 3) dated June 6, 2007 are not acceptable because EPA does not have information on the composition of one of the inert ingredients. Please see "Appendix A" of the attached product chemistry review for more information.

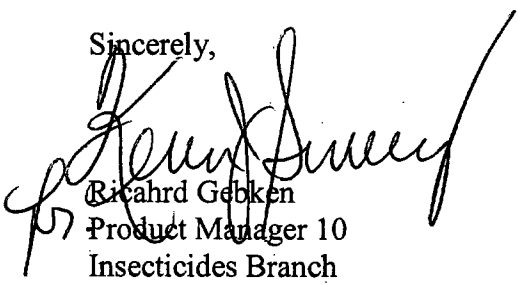
9. Storage Stability Data. Submit the results of one year storage stability (830.6317) and corrosion characteristics (830.6320) to the Agency on completion. It is recommended that the observations be made at 0, 3, 6, 9, & 12 month intervals. The results must be submitted in a hard copy and an electronic format is also requested.

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Please submit three (3) copies of your final printed labeling before releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing amended labeling constitutes acceptance of these conditions.

A stamped copy of the label and the data evaluation reports (DERs) are enclosed for your records. If you have any questions or comments regarding this letter, please contact Kevin Sweeney at (703) 305-5063 or via e-mail at sweeney.kevin@epa.gov.

Sincerely,



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

Enclosure

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

- NEW
- (now) with Picaridin
- (now) contains Picaridin
- (Effective) DEET alternative
- Repels (annoying) mosquitoes (that may carry West Nile Virus) (that may carry Encephalitis) (for (up to) 8 hours)
- Protects against (annoying) mosquitoes (that may carry West Nile Virus) (that may carry Encephalitis) (for (up to) 8 hours)
- Long-lasting protection from (annoying) mosquitoes (that may carry West Nile Virus) (that may carry Encephalitis) (for (up to) 8 hours)
- (Proven) protection from (annoying) mosquitoes (that may carry West Nile Virus) (that may carry Encephalitis) (for (up to) 8 hours)
- Repels ticks
- Repels ticks including ticks that 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 name]
- Long lasting (protection)
- Long lasting on-the-go protection
- 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)

ACCEPTED
with COMMENTS
In EPA Letter Dated
DEC 17 2007
 Under the Federal Insecticide,
 Fungicide, and Rodenticide Act,
 as amended, for the pesticide
 registered under EPA Reg. No.
4822-556

- Sprays at any angle

[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..... 20%

OTHER INGREDIENTS:.....80%

NET CONTENTS: XXX

PRECAUTIONARY STATEMENTS

Hazards to Humans –WARNING: Causes substantial but temporary eye injury. Do not get in eyes. May cause skin reactions in rare cases. Wash thoroughly with soap and water after handling. Remove and wash contaminated clothing before reuse.

[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.

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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 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. Do not use under clothing. Avoid over-application of this product. For continued insect protection, reapply as effectiveness diminishes, but not to exceed 2 applications per day. Frequent reapplication and saturation are unnecessary. 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. **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. When using on children, apply to your own hands and then put it on the child.

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

DISPOSAL: Before disposing, empty the container by using the product according to the label. Do not reuse 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. ©2007 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

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EPA Est. No. XX