



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

July 17, 2019

Dan Hollas  
SCJ  
1525 Howe Street, M.S. 149  
Racine, WI 53403

Subject: Notification per PRN 98-10 – Adding alternate brand names and other minor marketing claims  
Product Name: Geneva  
EPA Registration Number: 4822-556  
Application Date: 2/28/2018  
Decision Number: 549504

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.

The alternate brand names have been added to the product record:

- OFF! Defense Insect Repellent 2
- OFF! Protect Insect Repellent 2

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 please contact Autumn Metzger at 703-305-5314 or [Metzger.autumn@epa.gov](mailto:Metzger.autumn@epa.gov).

Sincerely,

Beth Fertich, Product Manager 04  
Invertebrate & Vertebrate Branch 1  
Registration Division (7505P)  
Office of Pesticide Programs

## Geneva

	<i>[master name]</i>
OFF!® Deep Woods® Sportsmen Insect Repellent V	[alternate brand name 3/16/10]
OFF!® Deep Woods® Max Protection Insect Repellent II	[alternate brand name 10/3/17]
OFF!® Deep Woods® Insect Repellent X	[alternate brand name 10/3/17]
OFF!® Deep Woods® Sportsmen Insect Repellent VIII	[alternate brand name 10/3/17]
OFF!® Deep Woods® Max Protection Insect Repellent II	[alternate brand name 10/3/17]
OFF!® Extreme Protection Insect Repellent II	[alternate brand name 10/3/17]
OFF!® Clean Feel Insect Repellent II	[alternate brand name 10/3/17]
OFF!® Sportsmen Insect Repellent 8	[alternate brand name 1/28/2019]
OFF!® Sportsmen Insect Repellent 8 20% Picaridin	[alternate brand name 1/28/2019]
<b>OFF!® Defense Insect Repellent 2</b>	<b>[alternate brand name 2/28/2019]</b>
<b>OFF!® Protect Insect Repellent 2</b>	<b>[alternate brand name 2/28/2019]</b>

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

- NEW
- (now) with Picaridin
- (now) contains Picaridin
- **20% 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 cause Lyme Disease
- TICKS-OFF®
- Repels Biting Flies
- Also repels ticks and biting flies
- Keeps bugs OFF!
- BUG-OFF™
- Non-Greasy (formula)
- **Not Oily or Greasy**
- 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]*

## NOTIFICATION

4822-556

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:

07/17/2019

- Long lasting\* (protection) [*Note: statement to be qualified with one of the following: (\*for up to 8 hours against mosquitoes) (\*from mosquitoes for up to 8 hours)]*
- Long lasting\* on-the-go protection [*Note: statement to be qualified with one of the following: (\*for up to 8 hours against mosquitoes) (\*from mosquitoes 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)
- Sprays at any angle
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- SC Johnson A family company at work for a better world

*[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%

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

**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 for emergencies.

*[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.

**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.**

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. Reapply every eight hours. Do not apply more than two times 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 AND DISPOSAL**

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

**DISPOSAL:** Nonrefillable container. Before disposing, empty the container by using the product according to the label. Do not reuse or refill 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. ©2019 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

EPA Reg. No. 4822-556

EPA Est. No. XX