



**UNITED STATES ENVIRONMENTAL PROTECTION AGENCY**  
**WASHINGTON, DC 20460**

**OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION**

December 2, 2022

Joshua Hunnicutt  
Sr. Associate  
Regulatory Compliance  
S.C. Johnson & Son, Inc.  
1525 Howe St.  
Racine, WI 53403

Subject: Label Amendment – Addition of marketing claims.  
Product Name: Geneva  
EPA Registration Number: 4822-556  
Application Date: March 21, 2021  
Decision Number: 585214

Dear Mr. Hunnicutt:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA), as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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 FIFRA 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) lists 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.

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Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Jennifer Gaines by phone at (202) 566-2685, or via email at [gaines.jennifer@epa.gov](mailto:gaines.jennifer@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is cursive and somewhat stylized.

Elizabeth Fertich  
Product Manager 4  
Invertebrate-Vertebrate Branch 1  
Registration Division  
Office of Pesticide Programs

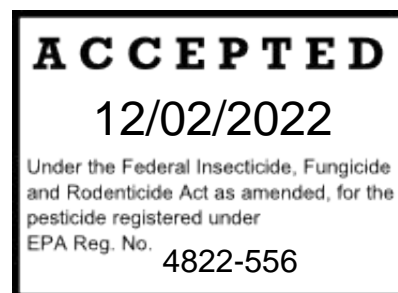
Enclosure: Stamped Label

## Geneva

<b>OFF!® Deep Woods® Sportsmen Insect Repellent V</b>	<b>[master name]</b> [alternate brand name 3/16/10]
<b>OFF!® Deep Woods® Max Protection Insect Repellent II</b>	[alternate brand name 10/3/17]
<b>OFF!® Deep Woods® Insect Repellent X</b>	[alternate brand name 10/3/17]
<b>OFF!® Deep Woods® Sportsmen Insect Repellent VIII</b>	[alternate brand name 10/3/17]
<b>OFF!® Extreme Protection Insect Repellent II</b>	[alternate brand name 10/3/17]
<b>OFF!® Clean Feel Insect Repellent II</b>	[alternate brand name 10/3/17]
<b>OFF!® Sportsmen Insect Repellent 8</b>	[alternate brand name 1/28/2019]
<b>OFF!® Sportsmen Insect Repellent 8</b>	[alternate brand name 1/28/2019]
<b>OFF!® Defense Insect Repellent 2</b>	[alternate brand name 2/28/2019]
<b>OFF!® Protect Insect Repellent 2</b>	[alternate brand name 2/28/2019]
<b>OFF!® Everyday Insect Repellent 4</b>	[alternate brand name 3/19/2021]
<b>OFF!® Insect Repellent 16</b>	[alternate brand name 3/19/2021]
<b>OFF!® Familycare Insect Repellent 16</b>	[alternate brand name 3/19/2021]
<b>OFF!® Active Insect Repellent 6</b>	[alternate brand name 3/19/2021]
<b>OFF!® Sweat Resistant Insect Repellent 5</b>	[alternate brand name 3/19/2021]

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

- (Topical) Insect Repellent
- (Mosquito)(and)(Tick) repellent
- With Picaridin
- Contains Picaridin
- 20% Picaridin
- (Repels)(Protects from) mosquitoes
- Helps prevent mosquito bites
- 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 (against mosquitoes)
- (Proven) protection from (annoying) mosquitoes (for (up to) 8 hours)
- Repels ticks
- Repels ticks including ticks that may (carry)(transmit) Lyme Disease
- Repels ticks that may (carry)(transmit) Lyme Disease
- Protection against bites from ticks (that may (carry)(transmit) Lyme Disease)
- TICKS-OFF®
- Repels Biting Flies
- Also repels ticks and biting flies
- (Repels)(Protects from) mosquitoes (and)(ticks)(and)(biting flies)
- (Repels)(Protects from) mosquitoes (and)(ticks)(and)(biting flies)
- Keeps bugs OFF!
- BUG-OFF™
- Non-Greasy (formula)
- Not Oily or Greasy
- Sports formula
- Active formula
- Formulated for active lifestyles
- 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
- (Mosquito)(and)(Tick)(and)(Biting fly) repellency for (the)(your) family
- Protection (from) (mosquitoes) (and) (from) (ticks) (for your family)
- Worry-free protection (against)(from) mosquitoes
- Worry-free protection (against)(from) mosquitoes when used as directed
- Protection for (you) (your) (family) (friends) from (mosquitoes) (and) (ticks)
- Protection for (you) (your) (family) (friends) from (mosquitoes) (and) (ticks) when used as directed
- Protects (Skin) Against Mosquitoes and Ticks
- Prevents bites (from) (mosquitoes) (and) (ticks)
- Prevents bites (from) (mosquitoes) (and) (ticks) when used as directed
- Long-lasting on-the-go protection for (up to) 8 hours
- Won't stain (or damage) (fabrics), including activewear
- Sweat Resistant
- Breathable (formula) (layer) (protection)
- Light on Skin
- Breathable formula
- Goes on Clear
- (Invisible)(Clear) Finish (when dry)
- (Invisible)(Clear) Protection (from mosquitoes) (when dry)
- (Clear) (Invisible) Formula
- Lightweight (on Skin)(Formula)
- (Light)(Soft) body mist
- (Light)(Soft) (Pump)(Misting) Spray
- (Suitable) (for) adults and (kids)(children) age(s) 1-10 years
- (Suitable) (for) adults (and) (kids)(children) age(s) 1-10 years when used as directed
- For (kids)(children)(ages) 1-10 years, only apply (one)(1) time per day
- (Kids) (children)(ages) 1-10 years, only apply (one)(1) time per day
- (If using) (to use) with sunscreen, apply sunscreen first, allow it to dry then apply insect repellent
- Clean feel
- Dye-free
- For playing and relaxing outdoors
- Won't stain
- Always carry [insert product brand name name]
- 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
- 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
- Bottle (body) contains XX% post-consumer recycled plastic (excluding dye) (excluding colorant)
- Bottle (body) contains XX% post-consumer recycled content (excluding dye) (excluding colorant)
- Recyclable plastic bottle (body) made of XX% post-consumer plastic (excluding dye) (excluding colorant)
- Recyclable plastic bottle (body) made of XX% post-consumer content (excluding dye) (excluding colorant)
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- SC Johnson A family company at work for a better world
- Soft Spray Technology
- Works Upside Down
- Sprays Upside Down
- Sheermist Technology
- Sheer Mist Technology
- Soft Mist Technology

[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
- 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)
- No added fragrance (formula)
- Formula that is free from added fragrance
- 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, or as effectiveness diminishes). (For continued insect protection, reapply as effectiveness diminishes). Do not apply more than two times per day. For children 1-10 years, only apply one time per day. Frequent reapplication and saturation are unnecessary. Do not apply to children's hands. Do not allow children to handle this product. FOR MAXIMUM PROTECTION, spread evenly with hands to moisten all exposed skin. After returning indoors, wash treated skin with soap and water.

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. ((If using)(To use) with sunscreen, apply sunscreen first, allow it to dry then apply insect repellent.)

## **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