



## OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

April 22, 2025

Joshua Hunnicutt  
jmhunnic@scj.com  
S.C. JOHNSON & SON, INC.

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment - Label amendment adding optional graphic image, marketing claims, storage and disposal instructions for optional dispensing system.  
Product Name: Geneva  
Admin Number: 4822-556  
EPA Receipt Date: 01/09/2025  
Action Case Number: 00649134

Dear Joshua Hunnicutt:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or 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 (1) copy of the final printed labeling before you release this 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 your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by EPA. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements the 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 EPA find or if it is brought to our attention that a website contains statements or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to the EPA's Office of Enforcement and Compliance Assurance.

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

If you have questions, please contact Eric Ingram via email at [ingram.eric@epa.gov](mailto:ingram.eric@epa.gov).

Sincerely,

A handwritten signature in black ink, reading "Elizabeth Fertich". The script is elegant and cursive, with the first letter of each name being capitalized and prominent.

Elizabeth Fertich, Product Manager 4  
IVB1, RD  
Office of Pesticide Programs

**Geneva**

OFF!® Deep Woods® Sportsmen Insect Repellent V  
OFF!® Deep Woods® Insect Repellent X  
OFF!® Deep Woods® Sportsmen Insect Repellent VIII  
OFF!® Clean Feel Insect Repellent II  
OFF!® Sportsmen Insect Repellent 8  
OFF!® Defense Insect Repellent 2  
OFF!® Protect Insect Repellent 2  
OFF!® Everyday Insect Repellent 4  
OFF!® Insect Repellent 16  
OFF!® Familycare Insect Repellent 16  
OFF!® Active Insect Repellent 6  
OFF!® Sweat Resistant Insect Repellent 5  
STEM Mosquito + Tick Repellent 5  
STEM for Your Skin Mosquito + Tick Repellent 5  
STEM Family Protection Mosquito + Tick Repellent 5  
OFF!® Backyard Clean Feel Insect Repellent 2  
OFF!® Sportsmen Clean Feel Insect Repellent 2  
OFF!® Deep Woods® Max Insect Repellent II

**{master name}**

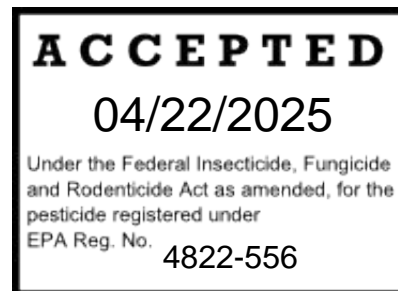
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{alternate brand name 11/22/2022}  
{alternate brand name 11/22/2022}  
{alternate brand name 8/22/2024}

**KEEP OUT OF REACH OF CHILDREN  
WARNING / AVISO**

**ACTIVE INGREDIENT:**

Picaridin .....20%

OTHER INGREDIENTS ..... 80%



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

{Note to Reviewer: for small size containers with peel-out label, a referral will be utilized, such as the following}  
(Peel Here) (Open Here)

**NET CONTENTS: 0.5 fl. oz. – 16 fl. oz.**

{Note to Reviewer: Below is Label Language for Standard Spritz Pump Sprayer}

**PRECAUTIONARY STATEMENTS**

Hazards to Humans and Domestic Animals

**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 approximately 6 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 as effectiveness diminishes). (For continued insect protection, reapply as effectiveness diminishes).] Do not apply more than 2 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. 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

**PESTICIDE STORAGE:** Store away from heat or flame in an area inaccessible to children. **PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Nonrefillable container.

Before disposing, empty the container by using the product according to the label. Do not reuse or refill this container. **If empty:** 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.

{Note to Reviewer: Below is Label Language for Fresh Mist Spritz Sprayer}

## PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

**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 approximately 6 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 as effectiveness diminishes). (For continued insect protection, reapply as effectiveness diminishes).] Do not apply more than 2 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. 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

Do not contaminate water, food, or feed by storage and disposal.

**PESTICIDE STORAGE:** Store in a cool, dry area inaccessible to children and pets and away from heat, sparks and open flame. Do not [transport or] store below 32°F (0°C). If freezing occurs, allow product to thaw and shake well before use. Some product separation may occur on freezing which is reversible on shaking.

### PESTICIDE DISPOSAL:

- Lid of the main product: (Reusable) (Trigger). Do not discard. (Keep)
- Lid of the refilled product: Discard when used

**CONTAINER HANDLING (Main/refilled product):** Nonrefillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling if available. **If partly filled:** Do not pour or dispose down-the-drain or sewer. Call your local solid waste agency or 800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.

{Note to Reviewer: optional assembly instructions for Fresh Mist Refills}

[Fresh Mist] Assembly instructions for refills

Refill: Remove refill cap [and discard]. Attach sprayer by screwing on [reusable] [(Fresh Mist) sprayer

Bottle/Sprayer: Slide button on top of sprayer forward to “on” position. When not in use, slide button backwards for “off” [lock] position. Red indicator will be visible when in “off” [lock] position.

Questions? Comments? Call 800-558-5252. ©2019 S.C. Johnson & Son, Inc.  
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EPA Reg. No. 4822-556

EPA Est. No. XX

{Note to reviewer: the following section of bulleted statements and any text in parenthesis are optional language for both standard spritz pump sprayer and Fresh Mist Spritz sprayer}

- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- SC Johnson A family company at work for a better world
- [Made] with Picaridin
- Contains Picaridin
- 20% Picaridin
- (Contains) (made) (formulated) (with) 20% picaridin
- [Topical] Insect Repellent
- Sweat Resistant
- TICKS-OFF®
- [Mosquito][and][Tick] repellent
- Active formula
- Formulated for active lifestyles
- Outdoorsmen formula
- BUG-OFF™
- Not [oily] [greasy] [or] [sticky]
- [It] feels good on [the] skin[,] [not oily, greasy, or sticky].
- You won't know you have it on.
- Leaves a pleasant feeling on skin
- Keeping insects away never felt so good
- Doesn't feel like you have it on
- Your friends won't know you have it on
- For the (whole)(entire) family
- Clean feel
- Breathable (formula) (layer) (protection)
- Light on Skin
- Breathable formula
- Goes on Clear
- (If using) (to use) with sunscreen, apply sunscreen first, allow it to dry then apply insect repellent
- (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
- Dye-free
- For playing and relaxing outdoors
- Sprays at any angle
- Soft Spray Technology

- Works Upside Down
- Sprays Upside Down
- Sheermist Technology
- Sheer Mist Technology
- Soft Mist Technology
- Protection for your skin [from bites]
- Protection that fits your lifestyle
- Repels [annoying] mosquitoes for [up to] 12 hours
- Protects against [annoying] mosquitoes for [up to] 12 hours
- [Long-lasting] protection [from [annoying] mosquitoes] for [up to] 12 hours [against mosquitoes]
- [Proven] protection from [annoying] mosquitoes for [up to] 12 hours
- Long lasting [protection] for [up to] 8 hours
- Long-lasting on-the-go protection for [up to] 8 hours
- [For] [up to] 8 hours [of] [worry-free] protection
- Worry-free protection for [up to] 8 hours
- [Long-lasting] [effective] protection [from] [mosquitoes] [and] [ticks] for [up to] 12 hours
- Worry-free protection for [up to] 8 hours [and ticks for [up to] 12 hours]
- Repels [biting flies,] [stable flies,] [black flies,] [gnats,] [chiggers,] [sand flies,] [biting midges,]  
 [and] [no- see-ums] for [up to] 8 hours
- Repels Ticks for [up to] 12 hours
- Repels Biting Flies for [up to] 8 hours
- Protects from biting flies for [up to] 8 hours
- Also repels ticks for [up to] 12 hours and biting flies for [up to] 8 hours
- (Repels)(Protects from) mosquitoes for [up to] 12 hours
- Helps prevent mosquito bites for [up to] 12 hours
- (Repels)(Protects from) mosquitoes [and][ticks] for [up to] 12 hours
- [Mosquito][and][Tick] repellency for [the][your] family for [up to] 12 hours
- [Biting fly] repellency for [the][your] family for [up to] 8 hours
- Protection [from] [mosquitoes] [and] [from] [ticks] [for your family] for [up to] 12 hours
- Worry-free protection (against)(from) mosquitoes for [up to] 12 hours
- Protection (for the) (whole)(entire)(your)(family) for [up to] 8 hours
- Worry-free protection (against)(from) mosquitoes when used as directed for [up to] 12 hours
- Protection for (you) (your) (family) (friends) from mosquitoes [and] [ticks] for [up to] 12 hours
- Protection for (you) (your) (family) (friends) from mosquitoes [and] [ticks] when used as directed for [up to] 12 hours.
- Protects [Skin] Against Mosquitoes and Ticks for [up to] 12 hours
- Protects skin (from mosquitoes) (from ticks) (from mosquitoes and ticks) for [up to] 12 hours
- Prevents bites [from] [mosquitoes] [and] [ticks] for [up to] 12 hours
- Prevents bites [from] [mosquitoes] [and] [ticks] when used as directed for [up to] 12 hours
- For people on-the-go (protection) for [up to] 8 hours
- Repels mosquitoes that may (transmit) (carry) (Zika,) (Chikungunya,) (Dengue [Fever],) (and) West Nile [Virus] for [up to] 12 hours
- Repels ticks that may (transmit) (carry) Lyme disease for [up to] 12 hours
- Repels ticks including ticks that may (carry)(transmit) Lyme Disease for [up to] 12 hours
- Repels ticks that may (carry)(transmit) Lyme Disease for [up to] 12 hours
- Protection against bites from ticks (that may (carry)(transmit) Lyme Disease) for [up to] 12 hours
- [Suitable] [for] adults and (kids) (children) age[s] 1-10 years\* \*when used as directed
- [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



- (Suitable) (great) (good) [for] [use on] adults [and] (kids) (children)\* \*ages 1 year and up, when used as directed
- (Suitable) (great) (good) (for) [use on] (kids) (children) [and] adults\* \*ages 1 year and up, when used as directed
- [For] [use on] (kids) (children) (ages) 12 (m+) (months and up) when used as directed
- [For] [use on] (kids) (children) (ages) 1 (y+) (year and up) when used as directed
- (Invisible) (clear) finish [when dry] [on skin]
- 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)
- Will not damage gear and equipment
- Won't damage (fabrics) (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) [or] (painted surfaces)
- Won't stain [or damage] [fabrics] [, including activewear]
- Won't stain
- Won't damage plastics or fabrics [, including synthetic fibers]
- Won't Damage Gear \* {will qualify with at least one of the following material choices} \* (fabrics) (cotton)(wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) [or] (painted surfaces)
- Bottle (body) contains XX% (recovered costal plastics) (ocean bound plastics) (post-consumer recycled plastics)\* (excluding dye) (excluding colorant) \*Collected on land within (31miles)(50 kilometers) of an ocean so that it does not reach the oceans or landfills
- Recyclable plastic bottle (body) made of XX% (recovered costal plastics) (ocean bound plastics) (post- consumer recycled plastics)\* (excluding dye) (excluding colorant) \*Collected on land within (31miles) (50 kilometers) of an ocean so that it does not reach the oceans or landfills

{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]

{Note to Reviewer: Following claims are meant for Fresh Mist Starter & Refills}

- Refill[s]
- Reusable sprayer



- 3 ways to spray
- Fine control spray
- Gentle control spray
- Continuous action spray
- Precision application
- Controlled, easy spray
- Accurate spray control
- Controlled mist spray
- Effortless application
- Slide to lock
- [360] continuous mist
- Fresh Mist
- Light mist technology
- Even coverage [control] spray
- Consistent application
- Even coverage [in a light feel mist]
- Uniform light feel

{Note to Reviewer: Following claims are meant for Bonus Size, Club Combos, or Value Packs and will be used as such}

- Bonus (Size)(Pack)
- Value (Size)(Pack)
- (Twin)(Triple)(Combo)(Club) Pack

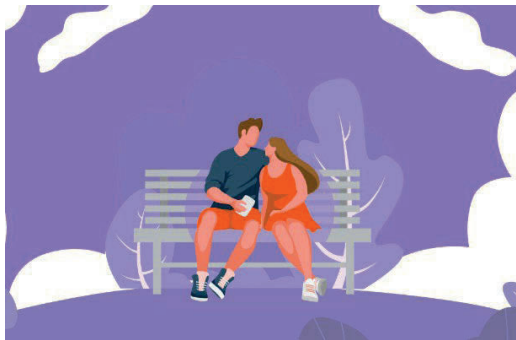
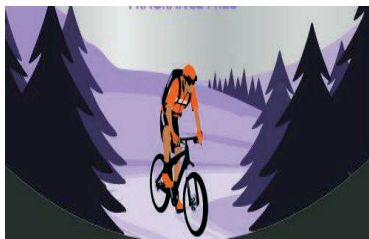
{Note to Reviewer – The claim and qualifying statement will meet the requirements laid out in Guidance on “Absence of Ingredient” Claims Associated Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) Regulated Products on page 10 of 14. Placement of the qualifier will be adjacent to the claim, will use same font/color as claim, and use at least one half the type size of the claim.}

- DEET Free\* \* Not a Safety Claim
- DEET Alternative\* \* Not a Safety Claim
- DEET Free Formula\* \*Not a Safety Claim

{Note to Reviewer - The following Statement may be placed elsewhere on the label.}

- The phrase "DEET Free" should not be viewed as a statement on the safety of this product relative to any product containing DEET.

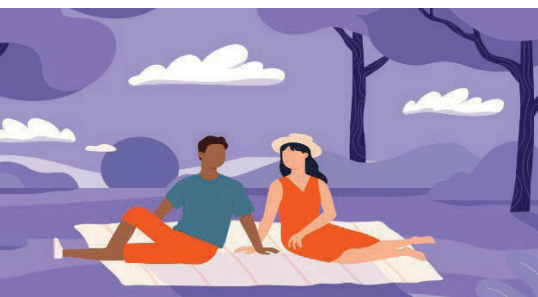
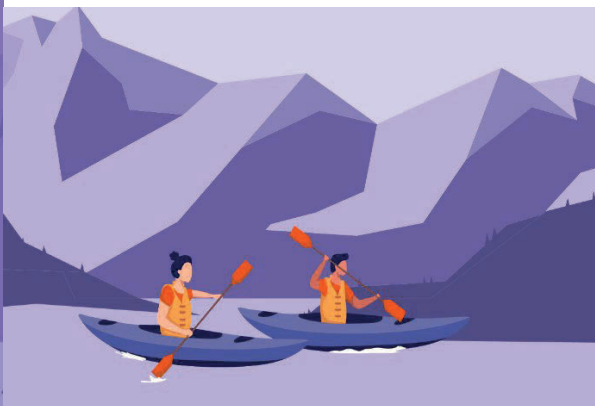
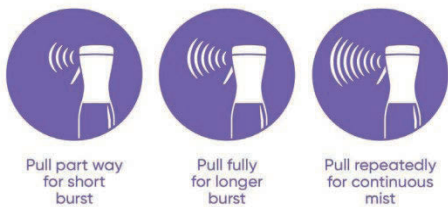
{Note to reviewer: Graphics on final printed label may incorporate change in color, position, orientation, and size}



## How to refill



## 3 ways to spray



{Note to reviewer: Durations in time formatted icons will be next to wording for approved Protection/Repels claims from above list on EPA Master Label.}



{Note to Reviewer: Graphics on final printed label may incorporate change in color, position, orientation, and size. All absence of DEET claims above may be swapped into this shield shape}

