

4822-564

9/23/2013

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

SEP 23 2013

OFFICE OF  
CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Ms. Jean M. Fugate  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403-2236

Subject: Label Amendment  
Geneva-P  
EPA Registration Number: 4822-564  
Application Dated: March 30, 2013

Dear Ms. Fugate:

The label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable. A stamped copy is enclosed for your records.

If you have any questions, please contact Melody Banks on 703 305-5413 or via E-mail @ [banks.melody@epa.gov](mailto:banks.melody@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Richard Gebken".

Richard Gebken  
Insecticide Branch  
Product Manager  
Registration Division (7504P)

Enclosure: Stamped Accepted Copy of Product Label

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Geneva-P [EPA base file name]  
OFF! Deep Woods Sportsmen Insect Repellent VI [alternate brand name, 4-1-11]  
OFF! Explore Insect Repellent II [alternate brand name 3-29-13]  
OFF! Explore Insect Repellent II Refills [alternate brand name 3-29-13]

ACTIVE INGREDIENT:  
Picaridin..... 20%  
OTHER INGREDIENTS:..... 80%

ACCEPTED  
with COMMENTS  
in EPA Letter Dated  
SEP 23 2013  
Under the Federal Insecticide  
Fungicide, and Rodenticide Act  
as amended, for the pesticide  
registered under EPA Reg. No  
4822-564

KEEP OUT OF REACH OF CHILDREN  
WARNING

See Additional Precautions on Back Panel

(Contains)

(X Refillable (holder(s)) (unit(s)) (cartridge system(s)) (carabiner(s)) (case(s))  
(carabiner case(s)) (cartridge sprayer(s)) (personal repellent(s)) (spray(s)))

(X (Repellent) refill(s))

(Net Wt.) ((Net) Contents) X OZ. (X g)  
([X (cans) (aerosols)(refills) @ X OZ. (X g) each])

**PRECAUTIONARY STATEMENTS**

Hazards to Humans – WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Use of this product may cause 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.

**PHYSICAL & CHEMICAL HAZARDS: FLAMMABLE:** Contents under pressure. Keep away from heat, sparks, and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

**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.**

[Note to reviewer: Table A shows options for terms used to identify an aerosol can holder in the optional directions or other statements that follow]

(Table A)

Options for aerosol can holder terms
• Holder
• Unit
• Cartridge system
• Carabiner
• Case
• Carabiner case
• Cartridge sprayer

((Product name) (OFF!) (insert holder term from Table A) Set-Up)

[Optional holder set up - Option 1]

To prepare (product name) (OFF!) (insert holder term from Table A) (To insert repellent (refill)):

1. Remove one (mosquito) (insect) repellent (refill) from its packaging (and remove (the) (dust) cap).
2. (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove (detach) (separate) (the) top of (the) (insert holder term from Table A)
3. (Insert) (place) (refill) into (the) (bottom of) (the) (insert holder term from Table A)
4. (Reattach) (snap) the (top of) (insert holder term from Table A) to the (bottom of) (the) (insert holder term from Table A)
5. Clip the (insert holder term from Table A) to your belt, pants/short(s) waistband, backpack, gear, or store in any other convenient location.

[OR]

[Optional holder set up - Option 2]

Remove dust cap from (aerosol) (can) (bottle) (refill). (Press buttons) (pinch buttons) (squeeze) (twist) (rotate) (to) Remove the (base) (bottom) from the top and insert (aerosol/can/bottle) refill into the (base) (bottom). Reattach the top to the (base) (bottom).

[Optional section for holder use]

To (access) (use) repellent:

- 1 (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove the bottom of (insert holder term from Table A) from the (top of the) (insert holder term from Table A)
- 2 Spray repellent as (indicated) (directed)
- 3 After applying repellent, (reattach) (snap) the bottom of the (insert holder term from Table A) to the top of the (insert holder term from Table A)

[Optional clarifying text for pictograms for holder directions, if used:]

1. Remove (refill).
2. (Twist to) (Separate) (Remove) the top of (insert holder term from Table A) from the bottom of (insert holder term from Table A).
3. Insert refill into the bottom of (insert holder term from Table A).

4. (Reattach) (snap) the top (insert holder term from Table A) to the bottom of (insert holder term from Table A)
5. Attach to a convenient location (on you or your gear).
6. To use, (twist to) remove the bottom of (insert holder term from Table A) from the top of (insert holder term from Table A)
7. Spray repellent.

(To Apply Spray) (To Apply Repellent) (When Applying Repellent)

(Shake well before each use.) ((Squeeze tabs and) pull cap to remove.) 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. Apply sparingly around ears. When using on children, apply to your own hands and then put it on the child. 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.

**STORAGE AND DISPOSAL**

**STORAGE:** Store in a cool dry place 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.



*[Note to reviewer: The STEEL recycle symbol might be used on final printed label of steel can if space allows.]*

(Aluminum can, please recycle)

*[Note to reviewer: The aluminum recycle symbol might be used on final printed label of aluminum can if space allows.]*

(Contains no CFCs or other ozone depleting substances. Federal regulations prohibit CFC propellants in aerosols *[or corresponding graphic below].*)



Questions? Comments? Call 800-558-5252 or write Helen Johnson. Sold by: ©2008 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

EPA Reg. No. 4822-564

EPA Est. No. XXX-X-X

(Made in [insert country])  
 ([Insert holder term from Table A] made in [insert country])  
 ((Refill) (Aerosol) made in [insert country])

*[For small size aerosol cans with a peel-out label, a referral statement will be utilized]*

[Language on optional holder]

Read the label inside before use.

(Made in [insert country])

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

- With Picaridin
- Contains Picaridin
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- 20% Picaridin
- Repels (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 8 hours)
- Protects against (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 8 hours)
- (Proven) (long-lasting) protection from (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 8 hours)
- Repels ticks
- Repels ticks (including ticks that cause Lyme Disease)
- TICKS-OFF®
- Repels Biting Flies
- Repels chiggers
- 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)
- 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 Harm 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)
- Gear Smart \* [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)
- 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
- (For) you
- For (more) active outdoor adventures
- For (hiking) (fishing) (hunting) (camping) (backpacking)
- (Secure) snap-on cap (attaches to caribiner)
- Portable (protection)
- Light & compact

*[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)

[Optional marketing statements for refillable holder system]

- (Multiple) (OFF!) Refills available
- Attaches securely to gear
- (Accessible) (Refillable) (Personal) (Mosquito) (Portable) Spray
- (Accessible) (Refillable) (Portable) Personal repellent

Table B [Note to reviewer: information in Table B is to be used for insertion in the statements that follow]

Holder Descriptor	Options for aerosol can holder terms
<ul style="list-style-type: none"> <li>• Rugged adventure</li> <li>• Crush-resistant</li> <li>• Leak-Resistant</li> <li>• Water-Resistant</li> <li>• Durable</li> <li>• Accessible</li> <li>• Refillable</li> <li>• Personal</li> <li>• Portable</li> <li>• Light</li> <li>• Compact</li> <li>• Aluminum</li> </ul>	<ul style="list-style-type: none"> <li>• Holder</li> <li>• Unit</li> <li>• Cartridge system</li> <li>• Carabiner</li> <li>• Case</li> <li>• Carabiner case</li> <li>• Cartridge sprayer</li> </ul>

- [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Always carry your (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Works with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Compatible with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Fits (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Refill(s) in [insert holder term from Table B]
- Refill in [insert holder term from Table B]

[Note to reviewer: Alternate Segmentation Options: to be used in conjunction with a reference to another OFF! Product appropriate to the claim.

**“You” will be used in conjunction with a reference to an approved personal repellent.**

**“Your gear” & “Your tent” will be used in conjunction with a reference to an approved repellent product for use on tent.**

***“Your area” & “Your campsite” will be used in conjunction with a reference to an approved area repellent product.]***

- ***For a (full) (complete) (range) (line) of (mosquito) (protection) (OFF! Outdoor) options, choose products for:  
(you) (your (gear) (tent))(your (area) (campsite))***
- ***For you, for your (gear) (tent), for your (area) (campsite)***