



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

November 30, 2021

Dan Hollis
Associate Manager, Regulatory Affairs
S.C. Johnson & Son, Inc.
1525 Howe St.
Racine, WI 53403-2236

Subject: Label Amendment – Added additional efficacy claims, marketing claims, and alternate brand names
Product Name: GENEVA-P
EPA Registration Number: 4822-564
Application Date: 11/25/2020
Decision Number: 568358

Dear Mr. Hollis:

The amended label 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 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.

The alternate brand names OFF! Everyday Insect Repellent 2, OFF! Insect Repellent 14, OFF! Familycare Insect Repellent 14, OFF! Active Insect Repellent 5, OFF! Sweat Resistant Insect Repellent 4, and OFF! Sport Insect Repellent 1 have been added to the product record.

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 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

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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.

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 Kaitlin Saunders by phone at 202-566-2890, or via email at Saunders.Kaitlin@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

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]
OFF!® Deep Woods® Max Protection Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Deep Woods® Insect Repellent IX	[alternate brand name 10/3/17]
OFF!® Deep Woods® Sportsmen Insect Repellent VII	[alternate brand name 10/3/17]
OFF!® Deep Woods® Max Protection Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Extreme Protection Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Defense Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Clean Feel Insect Repellent I	[alternate brand name 10/3/17]
OFF!® Sportsmen Insect Repellent 7	[alternate brand name 1/28/2019]
OFF!® Sportsmen Insect Repellent 7 20% Picaridin	[alternate brand name 1/28/2019]
OFF!® Defense Insect Repellent 1	[alternate brand name 3/14/2019]
OFF!® Protect Insect Repellent 1	[alternate brand name 3/14/2019]
OFF!® Everyday Insect Repellent 2	[alternate brand name 11/25/2020]
OFF!® Insect Repellent 14	[alternate brand name 11/25/2020]
OFF!® Familycare Insect Repellent 14	[alternate brand name 11/25/2020]
OFF!® Active Insect Repellent 5	[alternate brand name 11/25/2020]
OFF!® Sweat Resistant Insect Repellent 4	[alternate brand name 11/25/2020]
OFF!® Sport Insect Repellent 1	[alternate brand name 11/25/2020]

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

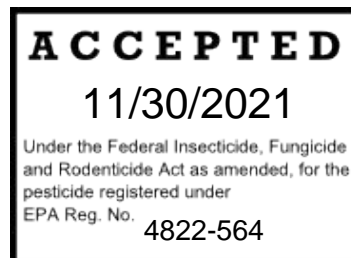
KEEP OUT OF REACH OF CHILDREN
WARNING

See Additional Precautions on Back Panel

(Contains)
(personal repellent(s))

NET CONTENTS: XXX

(Net Wt.) ((Net Contents) X oz



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.**

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

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. (For children 1-10 years, only apply one time 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.

(Will not damage fabrics(, including activewear), plastics, watch crystals, and painted or varnished surfaces.)

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

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.



(Aluminum can, please recycle)

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

[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: ©2021 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 USA. All Rights Reserved

EPA Reg. No. 4822-564

EPA Est. No. XXX-X-X

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

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

- (Topical) Insect Repellent
- (Mosquito)(and)(Tick) Repellent
- Repels (mosquitoes)(and)(ticks)(and)(biting flies)
- Protects from (mosquitoes)(and)(ticks)(and)(biting flies)
- with Picaridin
- contains Picaridin
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- SC Johnson A family company at work for a better world
- 20% Picaridin
- Repels (annoying) mosquitoes (for (up to) 8 hours)
- Protects against (annoying) mosquitoes (for (up to) 8 hours)
- (Proven) (long-lasting) protection from (annoying) mosquitoes (for (up to) 8 hours)
- Repels (annoying) mosquitoes (that may carry West Nile Virus)
- Protects against (annoying) mosquitoes (that may carry West Nile Virus)
- (Proven) (long-lasting) protection from (annoying) mosquitoes (that may carry West Nile Virus)
- (Repels)(Effective protection from)(Effective repellency from)(Long-lasting protection from) mosquitoes (that may carry West Nile Virus)
- (Repels)(Effective protection from)(Effective repellency from)(Long-lasting protection from) mosquitoes (that may carry Zika)(that may carry Zika virus)
- (Repels)(Effective protection from)(Effective repellency from)(Long-lasting protection from) mosquitoes (that may carry Dengue)(that may carry Dengue virus)
- (Repels)(Effective protection from)(Effective repellency from)(Long-lasting protection from) mosquitoes (that may carry Chikungunya)(that may carry Chikungunya virus)
- Mosquito repellency for (the)(your) family
- Helps prevent mosquito bites
- Worry-free protection (against)(from) mosquitoes (when used as directed)
- Protection for (you) (your) (family) (friends) (active lifestyle) from (mosquitoes) (and) (ticks) (when used as directed)
- Repels ticks
- Repels ticks (that may cause Lyme Disease)
- Repels ticks (including ticks that may cause Lyme Disease)
- Protection against bites from ticks (that may cause Lyme disease)
- Protects (skin) against mosquitoes and ticks
- Prevents bites (from) (mosquitoes) (and) (ticks) (when used as directed)
- Strong protection against mosquitoes (when used as directed)
- TICKS-OFF®
- Repels Biting Flies
- Repels chiggers
- For Travelers: This product protects against mosquitoes that may carry West Nile Virus, Zika, Dengue, and Chikungunya
- For Travelers: Protection from mosquitoes that may carry West Nile Virus, Zika, Dengue, and Chikungunya

- For Travelers: Feel protected against mosquitoes that may carry West Nile Virus, Zika, Dengue, and Chikungunya
- Keeps (mosquitoes)(and)(ticks) OFF!
- BUG-OFF™
- BUZZ OFF!™
- Non-Greasy (formula)
- 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
- Formulated for active lifestyles
- It feels good on the skin, not oily, greasy, or sticky.
- 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)
- Won't damage (plastics)(or)(fabrics)(, including activewear)
- Won't stain (or damage) (fabrics)(, including activewear)
- Sprays at any angle
- HOLD UPRIGHT WHEN SPRAYING (SPRAYS UPSIDE DOWN TOO!)
- SPRAYS UPSIDE DOWN TOO!
- Works Upside Down
- Sprays Upside Down
- Sprays evenly
- Provides (even) (broad) (full) (aerosol) coverage
- Precision spray
- Even application
- Fast application
- Twist and Lock (Cap)
- Twist 'n Lock (Cap)
- Breathable (formula) (layer) (protection)
- Quick Drying
- Forms a protective repellent on your skin
- Full reach spray
- Provides (uniform) (consistent) (even) (spray) coverage
- (For) you
- For (more) active outdoor adventures
- For (hiking) (fishing) (hunting) (camping) (backpacking)
- Not Oily or Greasy
- Sports (formula)
- Active (formula)
- Outdoorsmen (formula)
- 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
- Sweat Resistant
- EvenSpray (Technology)
- EvenCover (Technology)
- SoftCover (Technology)
- SmoothCover (Technology)
- Dries (Fast)(Quick)
- Quick Dry Spray
- Easy to apply
- Goes on clear
- (Invisible)(Clear) Finish (when dry)
- (Non-irritating)(Non-irritant) to skin

- (Secure) snap-on cap (attaches to carabiner)
- 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)
- No added fragrance (formula)
- Fragrance-free (formula)
- No-odor (formula)
- Odorless (formula)
- Light formula that is free from added fragrance

[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) for your (area) (campsite)