



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

November 19, 2024

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

Subject: Non-PRIA (Pesticide Registration Improvement Act) Labeling Amendment - Amend efficacy claims and add marketing claims and graphics
Product Name: GENEVA-P
Admin Number: 4822-564
EPA Receipt Date: 06/29/2023
Action Case Number: 00479941

Dear Josh 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 Kaitlin Saunders via email at saunders.kaitlin@epa.gov.

Sincerely,

A handwritten signature in black ink that reads "Hester Dingle". The script is elegant and cursive, with the first letters of each word being capitalized and larger than the rest of the letters.

Hester Dingle, Acting Product Manager 4
IVB1, RD
Office of Pesticide Programs

Geneva-P

OFF!® Deep Woods® Sportsmen Insect Repellent VI
OFF!® Explore® Insect Repellent II
OFF!® Explore® Insect Repellent II Refills
OFF!® Deep Woods® Insect Repellent IX
OFF!® Deep Woods® Sportsmen Insect Repellent VII
OFF!® Defense Insect Repellent I
OFF!® Clean Feel Insect Repellent I
OFF!® Sportsmen Insect Repellent 7
OFF!® Defense Insect Repellent 1
OFF!® Protect Insect Repellent 1
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
OFF!® Sport Insect Repellent 1
STEM Mosquito +Tick Repellent 4
STEM for Your Skin Mosquito +Tick Repellent 4
STEM Family Protection Mosquito +Tick Repellent 4
OFF!® Backyard Clean Feel Insect Repellent 1
OFF!® Sportsmen Clean Feel Insect Repellent 1
OFF!® Deep Woods® Max Insect Repellent I

[EPA base file name]

[alternate brand name, 4-1-11]
[alternate brand name 3-29-13]
[alternate brand name 3-29-13]
[alternate brand name 10/3/17]
[alternate brand name 10/3/17]
[alternate brand name 10/3/17]
[alternate brand name 10/3/17]
[alternate brand name 10/3/17]
[alternate brand name 1/28/2019]
[alternate brand name 3/14/2019]
[alternate brand name 3/14/2019]
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[alternate brand name 11/25/2020]
[alternate brand name 11/25/2020]
[alternate brand name 11/25/2020]
[alternate brand name 8/26/2022]
[alternate brand name 8/26/2022]
[alternate brand name 8/26/2022]
[alternate brand name 11/22/2022]
[alternate brand name 11/22/2022]
[alternate brand name 8/22/24]

ACTIVE INGREDIENT:

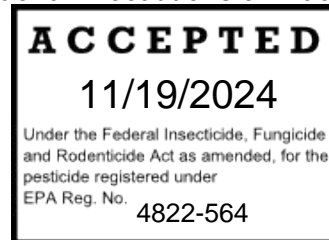
Picaridin20%
OTHER INGREDIENTS80%

(Contains)
(personal repellent(s))

(Net Wt.) (Net Contents): 2.5 oz. – 14 oz.

KEEP OUT OF REACH OF CHILDREN WARNING / AVISO

See Additional Precautions on Back Panel



PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

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 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. For continued insect protection on adults, reapply as effectiveness diminishes, but not to exceed 3 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. 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

PESTICIDE STORAGE: Store in a cool dry place away from heat or flame in an area inaccessible to

children. **PESTICIDE DISPOSAL AND CONTAINER HANDLING:** Before disposing, empty the container by using the product according to the label. Do not reuse this container. **I f e m p t y :** 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.]



[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 *[for corresponding graphic below].*)

Questions? Comments? Call 800-558-5252. 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)
- Protects from (mosquitoes)(and)(ticks)
- 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
- (Formulated) (contains) (with) Picaridin

[Note to Reviewer: Following claims must include a stated duration or display icon, as seen below, on same panel.]

- (Provides) up to 10 hours (of) (protection) (against) mosquitoes (and) (ticks)
- Repels mosquitoes for (up to) 10 hours
- (Long-lasting) for (up to) 10 hours (effective) protection (from) (mosquitoes) (and) (ticks)
- Repels (mosquitoes) (and) ticks for (up to) 10 hours
- Up to 10 hours (protection) (from) (mosquitoes) (and) (ticks)
- Repels (annoying) mosquitoes (for (up to) 10 hours)
- Protects against (annoying) mosquitoes (for (up to) 10 hours)
- (Proven) (long-lasting) protection from (annoying) mosquitoes (for (up to) 10 hours)
- Worry-free protection (against) (from) mosquitoes (and ticks) for up to 10 hours
- (For) (up to) 10 hours (of) (worry-free) protection
- Repels mosquitoes (and) (ticks) for (up to) 10 hours
- Repels (mosquitoes) (and) ticks for (up to) 10 hours
- Repels mosquitoes that may (transmit) (carry) West Nile virus for (up to) 10 hours
- Repels ticks that may (carry) (transit) Lyme disease for (up to) 10 hours
- Repels (annoying) mosquitoes (that may carry West Nile Virus) (or (up to) 10 hours)
- Protects against (annoying) mosquitoes (that may carry West Nile Virus) (for (up to) 10 hours)
- (Proven) (long-lasting) protection from (annoying) mosquitoes (that may carry West Nile Virus) (or (up to) 10 hours)
- (Repels)(Effective protection from)(Effective repellency from)(Long-lasting protection from) mosquitoes (that may carry West Nile Virus) for (up to) 10 hours
- (Repels)(Effective protection from)(Effective repellency from)(Long-lasting protection from) mosquitoes (that may carry (Zika (virus)), (Dengue (virus)), or (Chikungunya (virus)) for (up to) 10 hours
- Mosquito repellency for (the)(your) family for (up to) 10 hours
- Helps prevent mosquito bites for (up to) 10 hours
- Worry-free protection (against)(from) mosquitoes (when used as directed) for (up to) 10 hours
- Protection for (you) (your) (family) (friends) (active lifestyle) from (mosquitoes) (and) (ticks) (when used as directed) (for (up to) 10 hours)

- Repels ticks for (up to) 10 hours
- Repels ticks (that may cause Lyme Disease) for (up to) 10 hours
- Protection against bites from ticks (that may cause Lyme disease) for (up to) 10 hours
- Protects (skin) against mosquitoes and ticks for (up to) 10 hours
- Prevents bites (from) (mosquitoes) (and) (ticks) (when used as directed) for (up to) 10 hours
- Protection against mosquitoes (when used as directed) for (up to) 10 hours
- Long lasting (protection) for (up to) 10 hours
- Long lasting on-the-go protection for (up to) 10 hours
- For Travelers: This product protects against mosquitoes that may carry West Nile Virus, Zika, Dengue, and Chikungunya for (up to) 10 hours
- For Travelers: Protection from mosquitoes that may carry West Nile Virus, Zika, Dengue, and Chikungunya for (up to) 10 hours
- For Travelers: Feel protected against mosquitoes that may carry West Nile Virus, Zika, Dengue, and Chikungunya for (up to) 10 hours
- TICKS-OFF®
- Keeps (mosquitoes)(and)(ticks) OFF!
- BUG-OFF™
- BUZZ OFF!™
- 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
- Active (formula)
- Outdoorsmen (formula)
- For playing and relaxing outdoors
- Won't stain
- Always carry [insert product brand name]
- For people on-the-go (protection)
- Protection that fits your lifestyle
- Sweat Resistant
- Formulated for active lifestyles
- It feels good on the skin(, not (oily,) (greasy,) (or) sticky).
- Not (sticky) (oily) (or) (greasy)
- No oily residue
- Non-staining
- Can be applied to clothing
- Won't damage (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (plastics) (fabrics) (including synthetic fabrics) (or) (other synthetic materials)
- Won't damage (plastics) (watch crystals) (or) (other) (synthetic) (materials)
- Won't damage (fishing line) (gun barrel) (plastic lenses) (sporting) (equipment)
- Won't damage plastics or fabrics (including synthetic fabrics)
- 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 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)
- 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)
- Will not damage gear and equipment
- 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
- Dries (Fast)(Quick)
- Quick Dry Spray
- Easy to apply
- (Invisible)(Clear) Finish (when dry)
- EvenSpray (Technology)
- SoftCover (Technology)
- SmoothCover (Technology)
- Goes on clear
- Provides (uniform) (consistent) (even) (spray) coverage
- (For) you
- For (more) active outdoor adventures
- For (hiking) (fishing) (hunting) (camping) (backpacking)
- (Secure) snap-on cap (attaches to carabiner)
- Portable (protection)
- Light & compact
- Protection (for) (the) (whole) (entire) family
- Locking cap [Note for Reviewer: For packaging with a locking cap]
- Protection (for) (the) (whole) (entire) (family)
- For the (whole) (entire) family
- Light on Skin
- (Invisible) (clear) protection (from mosquitoes) (when dry)
- Lightweight (on skin) (formula)
- (If using) (to use) with sunscreen, apply sunscreen first, allow it to dry then apply insect repellent

[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)
- 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)

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

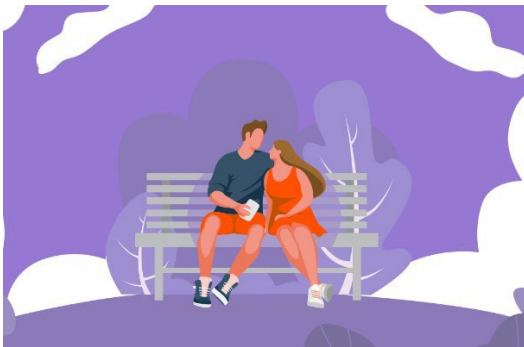
[Note to Reviewer - The following Statement may be placed elsewhere on the label.]

- 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: Following claims are meant for Bonus Size, Club Combos, or Value Packs and will be used as such]

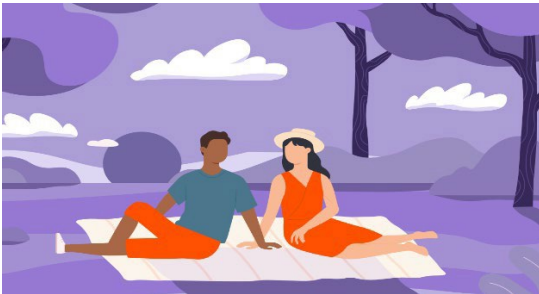
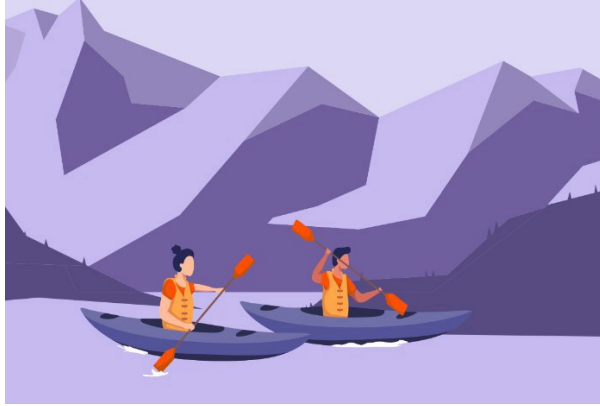
- Bonus (Size)(Pack)
- Value (Size)(Pack)
- (Twin)(Triple)(Combo)(Club) Pack

[Note to reviewer: Graphics on final printed label may incorporate change in color, position, orientation, and size.]



O

[Information in brackets is notes to Reviewer]
(Information in parentheses is optional language)



[Note to reviewer: Durations in time formatted icons will be directly 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]

