



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

February 18, 2016

Dan Hollas
Sr. Associate
Regulatory Affairs – Registration
S.C. Johnson & Son, Inc.
1525 Howe St, M.S. 149
Racine, WI 53403

Subject: Label Amendment – Adding a claim against mosquitoes that may carry Dengue virus and Zika virus.
Product Name: ETLG-3
EPA Registration Number: 4822-572
Application Date: February 3, 2016
Decision Number: 513709

Dear Mr. Hollas:

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.

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 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 at 703-305-5967 or via email at gaines.jennifer@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. S.', with a horizontal line extending from the end of the 'S'.

Jennifer Urbanski Saunders, Product Manager 4
Invertebrate & Vertebrate Branch 1 (IVB1)
Registration Division (7505P)
Office of Pesticide Programs

Enclosure

ETLG – 3 [EPA base file name]

OFF! Deep Woods Insect Repellent VIII [alternate brand name 3/19/10]

OFF! Deep Woods Sportsmen Insect Repellent IV [alternate brand name 3/19/10]

OFF! Explore Insect Repellent [alternate brand name 11/1/12]

General Miscellaneous

- INSECT REPELLENT [will be included if brand name does not include “INSECT REPELLENT”]
- SC Johnson A Family Company
- A family company since 1886. Fisk Johnson
- (Visit) www.offprotects.com (for more information)
- (OFF!) ([insert sub-branding]) (products) also available in (spray) (towelette) (and great fragrances too!)
[Optional labeling for a possible sticker covering the actuator]
- Remove before spraying

Performance

- Proven (long-lasting) protection
- Long-lasting
- Insect repellent
- Repels listed insects
- (Strong)(Effective) protection
- Protective shield
- Creates a shield that’s proven effective at keeping mosquitoes away (for up to 8 hours)
- Mosquito protection for up to 8 hours
- Repels (for) up to 8 hours against mosquitoes.
- Protection for up to 8 hours from mosquitoes
- Up to 8 hours of mosquito protection
- (Enjoy) up to 8 hours of protection from mosquitoes.
- (Lasts) (Stay protected) for up to 8 hours against mosquitoes.
- Keeps working (for) up to 8 hours against mosquitoes.
- Works (for) up to 8 hours against mosquitoes.
- Proven (shield) for up to 8 hours against mosquitoes.
- Up to 8 hours of proven (effective) protection from mosquitoes.
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) with up to 8 hours of protection against mosquitoes
- TICKS-OFF (!)
- Bug-OFF (!)

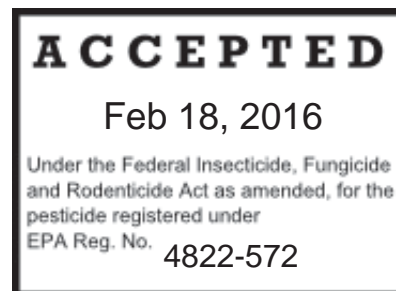


Table A [Note to reviewer: information in Table A is to be used for insertion in the claims that follow]

Action	Pests [may appear in singular or plural form, as appropriate]	Associated Vectors
<ul style="list-style-type: none"> • Repels • Protects against • Protects from • Protection from • Provides protection from • Provides protection against • Proven long lasting protection against • Proven effective protection from • Proven protection from • Long lasting protection from • Effective protection from • Works on • Works against • Proven shield against • Shields against 	Mosquitoes	that may carry - <ul style="list-style-type: none"> • West Nile Virus • St. Louis encephalitis • Eastern equine encephalitis • Western equine encephalitis • Lacrosse encephalitis • Cache Valley encephalitis • (the) Dengue (Virus) • (the) Zika (Virus)
	Ticks	that may carry - <ul style="list-style-type: none"> • Lyme Disease • Rocky Mountain Spotted Fever • Tick Paralysis • Ehrlichiosis • Powassan Encephalitis
	Black flies	
	biting flies sand flies gnats no-see-ums chiggers	

- [Insert action from Table A] mosquitoes for up to 8 hours (from treated skin and clothing) (that feels comfortable on your skin)
- Creates a shield that's proven effective at keeping [insert pest(s) from Table A] ([insert associated vector from Table A])
- (Also) [Insert action from Table A] [insert pest(s) from Table A] ([insert associated vector from Table A])
- (Also) [Insert action from Table A] [insert pest(s) from Table A] ([insert associated vector from Table A]) from treated skin and clothing
- (Also) [Insert action from Table A] [insert pest(s) from Table A] ([insert associated vector from Table A]) that feels comfortable on your skin
- Creates a shield that's proven effective at keeping away [insert pest(s) from Table A] [insert associated vector from Table A]
- [Insert pest(s) from Table A] protection.
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) with protection against [insert pest(s) from Table A]

Sensory perception - Scent

[Note to reviewer: the following section is for formulations that contain fragrance. A scent descriptor or combinations of descriptors may be used as stand-alone statements or inserted into the additional statements below.]

Scent Descriptors:

Outdoor (Fresh) (Breeze)	Tropical (Fresh)	Light	Refreshing (Waters)
Fresh (Breeze) (Outdoors)	Clean	Free Spirit	Aqua Breeze
Pleasant	Summer Splash	Pine	Rejuvenate

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

Summer Fresh
Summer Meadows
Energized
Fresh Sensations

Spring Fresh
Great Outdoors
Spring Meadows

Renew
Outdoor Clean
Spirit

Clean “n” Fresh
Summer Breeze
Cool Mountain Springs

- Scratch here to smell *[insert fragrance name(s)]*
- Clean, fresh scent of *[insert fragrance name(s)]*
- Refreshing(ly) light scent of *[insert fragrance name(s)]* (!)
- Refreshingly light scent you (your whole family) will enjoy (!)
- A clean, fresh scent you (your whole family) will enjoy (!)
- *[Insert fragrance name(s)]* scent(ed) (!)
- *[Insert fragrance name(s)]* smell(ing) (!)
- Great scent (!)
- Smells good on your skin (!)
- Specially formulated to smell good on your skin (!)

Sensory perception – Lack of scent

[Note to reviewer: the following section is for formulations that do not contain a fragrance]

- Unscented
- Fragrance Free
- No fragrance
- No unpleasant odor

Sensory perception – Touch/Feel descriptors

[Note to reviewer: Touch/feel descriptor or combinations of descriptors may be used as stand-alone statements or inserted into additional statements below.]

Touch/Feel descriptors:

Dry	Good	Great
Powder Dry	Comfortable	Ultra dry
Fresh	Pleasant	Non-greasy
Not greasy	Greaseless	Not wet
Not oily	Not sticky	Light
Ultra light	Touchable	Extra dry
Power dry	Power light	Powerlite
Non-oily		

- Specially formulated to feel *[insert skin feel descriptor]* on your skin
- Feels *[insert skin feel descriptor]* (on) (on your skin)(!)
- Leaves a pleasant feeling (on skin)
- Feel good protection for (the entire family) (your family)
- *[Insert skin feel descriptor]* feel (formula)
- *[Insert skin feel descriptor]* touch (formula)
- *[Insert skin feel descriptor]* formula
- *[Insert skin feel descriptor]* protection
- Soft touch formula
- *[Insert skin feel descriptor]* skin feel
- (Insect Repellent that) leaves (your) skin feeling (and smelling) *[insert skin feel descriptor]*
- (New) powder formula (that) dries quickly and leaves skin feeling *[insert skin feel descriptor]*
- Protection you don’t feel
- Protection you can’t feel

- (Light feel) (Light weight) (strong) (effective)(proven) protection
- Dry (shield) (defense) (performance) (repellent) (spray)
- So dry you barely feel it
- The OFF! (Deep Woods) you don't feel on
- Best feeling OFF! Deep Woods
- The most comfortable OFF! Deep Woods (ever)
- Driest feeling OFF! Deep Woods

Dry time

- (Now) (New) (Advanced) quick dry(ing) formula (!)
- Quick dry(ing)
- Dries (quickly) (in seconds) (on contact)
- (Now) (New) (Advanced) quick-dry(ing) technology (!)
- Fast dry(ing)
- Dries Fast
- Fast drying OFF! Deep Woods

Formulation-related

- Contains DEET
- Dry formula
- DEET formula
- Dry DEET (formula) (insect repellent)
- Dry, DEET formula
- Contains (dry) powder
- Dry insect protection
- Powder (repellent) aerosol
- Powder (repellent) spray
- Dry Powder (protection) (technology) (formula)
- Powder dry (formula) (protection) (technology)
- Non-Staining (formula)

Product form/delivery

- (New) (dry) (powder)(spray) (repellent)(OFF! Deep Woods)
- Quick drying (New) powder formula
- Quick drying (New) powder technology
- Controlled application to skin
- Sprays at any angle
- No-drip
- Stays where you spray
- Hold upright

Portability/convenience

- Convenient
- On the go
- Designed for people on the go
- Take-along
- (Perfect to) take-along with you
- For your active lifestyle
- Spray and go
- Spray 'n go

- Spray on-the-go protection
- (Handy) (Portable) (“Take-along”) size
- Protection for people on the go
- Protection that fits your lifestyle
- Sport (active) formula

Family Use

- For (all your) family
- Suitable for the whole family
- (A) formula for your family

Use Occasions/Sites

- For (playing) (relaxing outdoors) (hiking) (biking) (fishing) (gardening) (yard work) (hunting) (the beach) (concerts) (outdoor parties)
- (Dry) insect protection for any occasion
- (Dry) insect protection for any location

ACTIVE INGREDIENT:

DEET25%

OTHER INGREDIENTS:75%

KEEP OUT OF REACH OF CHILDREN

WARNING

See additional precautions on back panel

NET WT. _____ OZ.

[Note to reviewer: The following informational statement may appear on the back panel]

(Contains cornstarch)

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS - WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Use of this product may cause skin reactions in rare cases. Wash treated clothing before wearing it again. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco or using the toilet.

[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.

If swallowed: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.

If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center.

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

PHYSICAL & CHEMICAL HAZARDS – EXTREMELY FLAMMABLE: Contents under pressure. Keep away from fire, sparks, and heated surfaces. Do not puncture or incinerate container. Exposure to temperatures above 120° F. may cause bursting. Do not expose treated surfaces near fire 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.**

Shake well before each use. Hold container 6 to 8 inches from skin or clothing 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 and/or clothing. Avoid over-application of this product. Frequent reapplication and saturation are unnecessary. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands and then put it on the child. 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.

WORKS ON OUTER SURFACES OF CLOTHING: Do not use under clothing. Spray shirts, pants, socks, and hats. For ticks and chiggers also spray cuffs, socks and around other openings in outer clothing. Will not damage cotton, wool, or nylon. Do not apply on or near: acetate, rayon, spandex or other synthetics (other than nylon), furniture, plastics, watch crystals, leather and painted or varnished surfaces including automobiles.

STORAGE AND DISPOSAL

STORAGE: Store in a cool, dry place away from fire, sparks and heated surfaces.

DISPOSAL: Do not puncture or incinerate!

If empty: This container may be recycled in the few but growing number of communities where aerosol can recycling is available. Before offering for recycling, empty the container by using the product according to the label. If recycling is not available, place in trash.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.



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

(Contains no CFCs or Other Ozone Depleting Substances. Federal Regulations Prohibit CFC Propellants in Aerosols *[or optional graphic below]*)



Questions? Comments? Call 800-558-5252 or Write Helen Johnson (Sold by:) © 2016 S.C. Johnson & Son, Inc. Racine, WI 53403-2236 U.S.A. All Rights Reserved

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