



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

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

June 7, 2019

Dan Hollas  
Registration Specialist  
S.C. Johnson & Son, Inc.  
1525 Howe St.  
Racine, WI 53403-2236

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 – Adding optional marketing claims and graphics.  
Product Name: Claire IV  
EPA Registration Number: 4822-612  
Application Date: November 30, 2018  
OPP Decision Number: 546912

Dear Mr. Hollas:

The U.S. Environmental Protection Agency (EPA) is in receipt of your application for notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Biopesticides and Pollution Prevention Division (BPPD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The labeling submitted with this application has been stamped “Notification” and will be placed in our records. You must submit one (1) copy of the final printed labeling with the modifications.

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 the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) and is subject to review by the 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 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 Assurance.

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If you have any questions, please contact Menyon Adams of my team by phone at (703) 347-8496 or via email at [adams.menyon@epa.gov](mailto:adams.menyon@epa.gov).

Sincerely,

A handwritten signature in blue ink that reads "Andrew C. Bryceland". The signature is fluid and cursive, with the first name being the most prominent.

Andrew Bryceland, Team Leader  
Biochemical Pesticides Branch  
Biopesticides and Pollution  
Prevention Division (7511P)  
Office of Pesticide Programs

Enclosure

**Claire IV [EPA base file name]**  
**OFF! Botanicals Insect Repellent IV [alternate brand name]**

ACTIVE INGREDIENT:  
p-Menthane-3,8-diol\* .....10%  
OTHER INGREDIENTS: .....90%

\* cis/trans isomer ratio: min. 60% (+/-) cis and max. 40% (+/-) trans

**NOTIFICATION**

4822-612

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

06/07/2019

KEEP OUT OF REACH OF CHILDREN

**CAUTION**

See back panel for additional precautionary statements and complete directions for use.

Net Contents: XXX

**DIRECTIONS FOR USE**

It is a violation of Federal law to use this product in a manner inconsistent with its labeling. Read all directions before using this product.

General Instructions: Shake well before using. Hold container 4 to 6 inches from skin and spray with a slow sweeping motion. Do not use as a space spray. Use sufficient repellent to cover exposed skin evenly and completely. Wash hands thoroughly with soap and water after applying. For continued protection from listed insects, reapply every 2 hours or after swimming, perspiration, vigorous activity or towel. Application To Face: Do not spray directly on or near face. Instead, spray in palm of hand and spread on face and neck. Do not apply to face or hands of young children. For maximum protection, spread evenly with hand to moisten all exposed skin. Do not use under clothing. After returning indoors, wash treated skin with soap and water. Do not spray in enclosed areas. Do not allow children to apply this product to themselves. Do not apply to excessively sunburned or damaged skin.

**STORAGE AND DISPOSAL**

STORAGE: Store away from heat or flame in an area inaccessible to children.  
DISPOSAL: Nonrefillable container. Before disposing, empty container by using the product according to the label. Do not reuse or refill 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.

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS**

CAUTION: Causes moderate eye irritation. Avoid contact with eyes. Do not use on children under the age of three.

*[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. Call a poison control center or doctor for treatment advice.

#### PHYSICAL & CHEMICAL HAZARDS

Keep treated surfaces away from fire or flame until dry.

Questions? Comments? Call 800-558-5252 or write Helen Johnson. Sold by: © 2018 S.C. Johnson & Son, Inc. Racine, WI 53404-2236 U.S.A. All rights reserved.

EPA Reg. No. 4822-612

EPA Est. No. XXX

*[Optional Marketing Language]*

- DEET-free<sup>†</sup>
- p-Menthane-3,8-diol, a DEET alternative <sup>†</sup>  
<sup>†</sup> For protection that lasts more than 2 hours, choose a Deet-based repellent. (Deet-based repellents have been effectively repelling mosquitoes for over 60 years.)
- Plant-based repellent<sup>‡</sup> *[Will appear if product brand name includes "Botanicals"]*  
<sup>‡</sup>Active ingredient chemically synthesized from pine oil extract.
- Botanical
- Active ingredient (chemically) (derived) (synthesized) from pine oil extract.
- Contains (the) (insect) repellent ingredient found in eucalyptus, but (chemically) (derived) (synthesized) from pine oil
- It contains the insect repellent ingredient found in eucalyptus plants but (chemically) (synthesized) (derived) from pine oil to create the active ingredient found in eucalyptus.
- Botanically-inspired (insect) repellent
- (Repellent) (Active) (Ingredient) (Synthesized) from pine oil extract with other synthetic ingredients added.
- (Repellent) (Active)( Ingredient) (Derived) (Synthesized) from an extract of pine oil, with other synthetic ingredients added.
- It contains the synthetically engineered active ingredient found in eucalyptus plants but derived from pine oil.<sup>β</sup>  
<sup>β</sup> Derived from pine oil to create the active ingredient found in eucalyptus.
- Water-based formula

- (Spritz) (Spray) (that) contains no (added) dyes
- Also available (product name/descriptor for 4822-515 and/or 4822-526)
- (it's) from the makers of OFF!
- S.C. Johnson A Family Company
- A Family Company since 1886. Fisk Johnson
- SC Johnson A family company at work for a better world
- Claire-IV is (effective) (dependable) protection that has a (light) (clean) (pleasant) (refreshing) (great) scent
  - Mild
  - Gentle (formula)
  - (Spritz) (Spray) (that) contains no added Fragrance
  - No Deet smell
  - (Clean) (fresh) (light) (pleasant) (great) (refreshing) scent
  - Shake well before using
  - Repels mosquitoes that may carry (the) West Nile (Virus)
  - (Provides) protection from (annoying) mosquitoes, (black flies) gnats, (no-see-ums) (ticks) (and) (chiggers) (for up to 2 hours)
  - Leave(s) your skin protected from mosquitoes
  - Protect yourself from mosquitoes
  - Insect Repellent
    - Repels (mosquitoes) (black flies) (gnats) (no-see-ums) (ticks) (up to 2 hours).
    - (Provides) protection from (annoying) mosquitoes (black flies) (gnats) (no-see-ums) (and) (ticks) (for up to 2 hours)
    - (Plant-based ingredients synthesized from pine oil with other synthetic ingredients added) repel mosquitoes (black flies) (gnats)(no-see-ums) (and) (ticks)
    - (Active)(p -Menthane-3,8 diol) ingredient repels mosquitoes (black flies)( gnats) (no-see-ums) (and) (ticks)(.) (!)
    - (it's) specially formulated to effectively repel mosquitoes, black flies, gnats (no-see-ums) and ticks (including ticks that may transmit Lyme disease) for up to 2 hours.
    - Claire-IV unique formula uses a plant-based ingredient with other synthetic materials (to repel mosquitoes, black flies, gnats, no-see-ums and ticks).
    - (Relaxing) (Outdoor) protection
    - Keep bugs OFF!
    - Gives you peace of mind from mosquitoes
    - Keep on hand
    - (Summer fun) (Take-along) (To-go) (On-the-Go) pack
    - Enjoy the outdoors (with Claire-IV)
    - Get back (outside) (out there)
    - (Place) (Carry) (Have) Claire-IV (:) (everywhere) (in) (your) (purse) (glove compartment) (glove box) (golf bag) (tennis bag) (tackle box) (tent) (book bag) (backpack) (fanny pack) (beach bag) (boat) (summer cabin) (first-aid kit)
    - (Place) (Carry) (Have) a bottle (:) (everywhere) (in) (your) (purse) (glove compartment) (glove box) (golf bag) (tennis bag) (tackle box) (tent) (book bag) (backpack) (fanny pack) (beach bag) (boat) (summer cabin) (first-aid kit)

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

- For use at (:) (home) (or) (on the go) (on a picnic) (picnicking) (camping) (at sporting events) (boating) (fishing) (hiking) (while gardening) (playing outside) (outside) (beach) (baseball games) (park)
- A luxurious insect repellent

