

51147-8

07/20/2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D.C. 20460-0001

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

July 20, 2011

Mr. Micah T. Reynolds,
Regulatory Consultant for
Vertellus Performance Materials, Inc.
c/o Technology Sciences Group, Inc.
1150 18th Street N.W., Suite 1000
Washington, DC 20036-3840

**Subject: Amended Labeling; Response to Rejected Notification for PR Notice 2007-4
Vertellus® 10% DEET CREAM INSECT REPELLENT, EPA Reg. No. 51147-8
Your Submission Dated April 25, 2011**

Dear Mr. Reynolds:

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act (FIFRA), as amended, is acceptable with the following provision(s):

Optional Marketing Claims section comment(s), left-hand side of page 1 of 2:

1. Within the 3rd optional marketing claim, revise "[REPELS INSECTS]" to read "[REPELS BITING INSECTS]"
2. Revise the 4th optional marketing claim to read "[Repels biting insects]"
3. Within the 5th optional marketing claim, delete the words "EFFECTIVE" and "SCENTED," since this product does NOT contain a fragrance.
4. Delete the 10th optional marketing claim since it is considered an implied safety claim.
5. Revise the 11th optional marketing claim which currently reads "[Pleasant, effective protection] [Low DEET Formula]" to read "[Low DEET Formula]"
6. Within the 12th optional marketing claim, delete the words "[Pleasantly Scented]" and "[Pleasant Fragrance]," since this product does NOT contain a fragrance.

Optional Marketing Claims section comment(s), right-hand side top of page 1 of 2:

7. Revise the optional marketing claim at the top right-hand side to read "[10% DEET CREAM INSECT REPELLENT provides protection against biting insects for travelers, campers, backpackers, fishermen, hunters, golfers, bikers, cyclists, trekkers, joggers, ball players, and active outdoors people who want the protection of DEET without the oily feeling. Does not feel greasy or oily. Won't stain and resists perspiration.]"

First Aid Statement, HOT LINE NUMBER subsection comment(s), right-hand side of page 1 of 2:

8. Revise the 2nd sentence within this subsection to read "For additional information on this product (including health concerns, medical emergencies or pesticide incidents), you may call 1-877-852-0086, twenty-four (24) hours per day, seven (7) days per week."

Directions for Use, TUBE subsection comment(s), right-hand side of page 1 of 2:

9. Revise the 3rd sentence to read "If used on the face, squeeze into palm of hands first and then apply sparingly, and avoid eyes."

Directions for Use, TUBE subsection comment(s), right-hand side of page 2 of 2:

10. Insert the following text immediately preceding the 19th sentence "Wash treated clothing before wearing it again."

Directions for Use, PUMP subsection comment(s), right-hand side of page 2 of 2:

11. Revise the 5th sentence to read "If used on the face, pump into palm of hands first and then apply sparingly, and avoid eyes."

12. Insert the following text immediately preceding the 21st sentence "Wash treated clothing before wearing it again."

Directions for Use, SQUEEZE BOTTLE subsection comment(s), right-hand side of page 2 of 2:

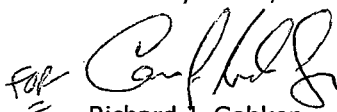
13. Revise the 2nd sentence to read "If used on the face, squeeze into palm of hands first and then apply sparingly, and avoid eyes."

14. Insert the following text immediately preceding the 19th sentence "Wash treated clothing before wearing it again."

A copy of your label stamped "Accepted with Comments" is enclosed for your records. Please submit two (2) copies of the final printed labeling, incorporating the above changes, before releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with section 6(e) of FIFRA. Your release for shipment of the product bearing amended labeling constitutes accepting of these conditions.

If you have any questions about this label review, please contact Mr. Carmen Rodia at (703) 306-0327 or via e-mail at Rodia.Carmen@epa.gov.

Sincerely Yours,



Richard J. Gebken
Product Manager (10)
Insecticide Branch
Registration Division (7504P)

Enclosure:
051147-00008 D448458

Label stamped "Accepted with Comments"



Vertellus®

VERTELLUS
PERFORMANCE
MATERIALS INC.

2110 High Point Road / Greensboro, North Carolina 27403 U.S.A. - Telephone (336) 292-1781

[CAS# 134-62-3]

[Denotes optional text]

[Contains DEET] [10% DEET IN A WATER-BASED FORMULA]

[10% DEET] [Water-Based]

[INSECT REPELLENT] [LOTION] [REPELS MOSQUITOES] [REPELS INSECTS]

[Repels biting insects for hours]

[EFFECTIVE] [UNSCENTED] [SCENTED] [PROTECTION]

[From Mosquitoes, Gnats, No-See-Ums, Sand Flies, Biting Flies, Deer Flies, Stable Flies, Black]

[Flies, Ticks, Chiggers, Red Bugs and Fleas]

~~[Just the right protection around the home and backyard]~~

[Non-greasy] [Non staining] [Resists perspiration]

[It won't stain] [Not greasy or oily] [Feels great on you, tough on bugs too!]

~~[Effective, dependable protection]~~

~~[Pleasant, effective protection]~~ [Low DEET Formula]

[Unscented] ~~[Pleasantly Scented]~~ [Fragrance Free] ~~[Pleasant Fragrance]~~

[Repels mosquitoes that can carry West Nile Virus]

[Great for Picnics, Barbecues, Hiking, Fishing and Camping]

[Easy to use] [Fits Into Pocket-Purse-Fanny Pack-Backpack-Tackle Box]

ACTIVE INGREDIENT:

DEET 10.00%

OTHER INGREDIENTS 90.00%

TOTAL 100.00%

KEEP OUT OF REACH OF CHILDREN

WARNING

[See [side][back][other] panel for First Aid and additional Precautionary Statements]

Manufactured by:
Vertellus Performance Materials Inc.
2110 High Point Road
Greensboro, NC 27403

EPA Reg. No. 51147-8

EPA Est. No. 51147-NC-1 [OR] 66804-FL-001

Made in U.S.A.

ACCEPTED
With COMMENTS
In EPA Letter Dated:
July 29, 2011

Net Contents: _____

BATCH NO: _____

**Under the Federal Insecticide, Fungicide
and Rodenticide Act, As amended, for the
pesticide Registered under EPA Reg. No:**

51147-8

10% DEET CREAM INSECT REPELLENT

MASTER LABEL

[10% DEET CREAM INSECT REPELLENT is specially formulated, effective, dependable protection. Developed especially for travelers, campers, backpackers, fishermen, hunters, golfers, bikers, cyclists, hikers, joggers, ball players and active outdoors people who want the protection of DEET without the oily feeling. ~~Provides hours of insect-repelling action.~~ Does not feel greasy or oily. Won't stain and resists perspiration.]

[Note to reviewer: Boxed format or bullets may not be used in First Aid section if label space does not permit.]

FIRST AID	
IF SWALLOWED:	- Call a poison control center of doctor immediately for treatment advice. - Have person sip a glass of water if able to swallow. - Do not induce vomiting unless told to by the poison control center or doctor. - Do not give anything by mouth to an unconscious person.
IF IN EYES:	- Hold eye open and rinse slowly and gently with water for 15-20 minutes. - Remove contact lens, if present, after the first 5 minutes, then continue rinsing. - Call a poison control center or doctor for treatment advice.
Have product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-877-852-0086 for emergency medical treatment information.	

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS - WARNING: Causes substantial but temporary eye injury. Harmful if swallowed. Do not get in eyes. Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet. Wash treated clothing before wearing it again.

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: ALTERNATE PACKAGING FOR SUPPLEMENTAL REGISTRATIONS TO DISTRIBUTORS: TUBE, PUMP OR SQUEEZE BOTTLE]

TUBE - Evenly apply to skin before exposure to insects. Use just enough repellent to cover exposed skin and/or clothing. To apply to face, squeeze into palm of hand and rub on. Do not apply over cuts, wounds, or irritated skin. Do not use under clothing. Avoid over-application of this product. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put the product on the child. Use sparingly on small children. Consult a

10% DEET CREAM Insect Repellent (51147-8) - Vertellus Performance Materials, Inc.
Master label - version dated April 25, 2011

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physician before use on children under 6 months of age. Wipe palms after applying. After returning indoors, wash treated skin with soap and water. Use of this product may cause skin reactions in rare cases. If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center. If you go to a doctor, take this product with you. May damage certain synthetic fabrics, plastics, watch crystals, leather, and painted or varnished surfaces. Will not damage nylon, polyester, Dynel, Nalgene®, cotton or wool.

PUMP – Shake well before using. Dispense into palm of hand and rub on. Evenly apply to skin before exposure to insects. Use just enough repellent to cover exposed skin and/or clothing. To apply to face, pump into palm of hand and rub on. Do not apply over cuts, wounds, or irritated skin. Do not use under clothing. Avoid over-application of this product. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put the product on the child. Use sparingly on small children. Consult a physician before use on children under 6 months of age. Wipe palms after applying. After returning indoors, wash treated skin with soap and water. Use of this product may cause skin reactions in rare cases. If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center. If you go to a doctor, take this product with you. May damage certain synthetic fabrics, plastics, watch crystals, leather, and painted or varnished surfaces. Will not damage nylon, polyester, Dynel, Nalgene®, cotton or wool.

SQUEEZE BOTTLE – Evenly apply to skin before exposure to insects. To apply to face, squeeze into palm of hand and rub on. Use just enough repellent to cover exposed skin and/or clothing. Do not apply over cuts, wounds, or irritated skin. Do not use under clothing. Avoid over-application of this product. Do not apply near eyes and mouth. Apply sparingly around ears. Do not apply to children's hands. Do not allow children to handle this product. When using on children, apply to your own hands and then put the product on the child. Use sparingly on small children. Consult a physician before use on children under 6 months of age. Wipe palms after applying. After returning indoors, wash treated skin with soap and water. Use of this product may cause skin reactions in rare cases. If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center. If you go to a doctor, take this product with you. May damage certain synthetic fabrics, plastics, watch crystals, leather, and painted or varnished surfaces. Will not damage nylon, polyester, Dynel, Nalgene®, cotton or wool.

STORAGE AND DISPOSAL

Do not contaminate water, food, or feed by storage or disposal.

PESTICIDE STORAGE: Store away from heat or flame in an area inaccessible to children.

PESTICIDE DISPOSAL AND CONTAINER HANDLING: Nonrefillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.