



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

June 25, 2021

Tender Corporation dba Adventure Ready Brands
c/o Micah T. Reynolds
Senior Regulatory Consultant
Technology Sciences Group, Inc.
944 Industrial Park Road
Littleton, NH 03561

Subject: PRIA Label Amendment – Amend efficacy claims and label re-organization
Product Name: DEET Insect Repellent 30
EPA Registration Number: 56575-11
Application Date: January 31, 2020
Decision Number: 560083

Dear Mr. Reynolds:

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.

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

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with FIFRA section 6. If you have any questions, please contact Vanessa Emerson by phone at 703-347-0360, or via email at emerson.vanessa@epa.gov.

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is written in a cursive style with a large initial "E".

Elizabeth Fertich
Product Manager 4
Invertebrate-Vertebrate Branch 1
Registration Division
Office of Pesticide Programs

Enclosure

DEET Insect Repellent 30

{Alternate brand names}

BEN'S 30 TICK & INSECT REPELLENT WILDERNESS FORMULA
BEN'S 30% DEET
30% DEET

Active Ingredient:

*DEET [(CAS Number 134-62-3)]30%

Other Ingredients.....70%

Total100%

*N,N-diethyl-meta-toluamide

Keep out of Reach of Children

WARNING

See back panel for additional precautionary statements

Net Contents __ oz. (__ ml)

EPA Reg. No 56575-11

EPA Est. 56575-NH-1

[Lot] [Batch] [No] XXX

{Note to reviewer: lot/batch number/code can appear printed on the label or stamped directly onto the container}

Tender Corporation
944 Industrial Park Road
Littleton, NH 03561
tendercorp.com

Questions? Call 1-888-258-4696

ACCEPTED

06/25/2021

Under the Federal Insecticide, Fungicide
and Rodenticide Act as amended, for the
pesticide registered under
EPA Reg. No. 56575-11

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.**

{Note to reviewer: one of the following two sentences will be used depending on spray container style:} Remove protective cap and spray on all exposed skin areas, keeping nozzle pointed away from face. {OR} Twist cap and spray on all exposed skin areas, keeping nozzle pointed away from face. Do not inhale. Do not apply over cuts, wounds or irritated skin. 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 it on the child. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Wash hands after applying. After returning indoors, wash treated skin with soap and water. Wash treated clothes before wearing again. Do not spray in enclosed areas. If used on the face, spray on hands first and then apply sparingly and avoid eyes. Do not spray directly onto face. Evenly apply to skin before exposure to insects. For ticks and chiggers, apply to shoe tops, socks and around openings in clothing. Repeat as needed.

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Harmful if swallowed. Wash hands before eating, drinking, chewing gum, using tobacco, or using the toilet. Use of this product may cause skin reaction in rare cases. If you suspect a reaction to this product, discontinue use, wash skin and call your doctor or local poison control center. If you go to the doctor, take this product with you.

First Aid

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	Immediately call a poison control center or doctor for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by the poison control center or doctor. Do not give anything by mouth to an unconscious person.
Have the product container or label with you when calling a poison control center or doctor or when going for treatment. For more information on this pesticide product (including health concerns, medical emergencies or pesticide incidents) you may call the National Pesticide Information Center at 1-800-858-7378. Note to physician: Probable mucosal damage may contraindicate the use of gastric lavage.	

Physical or Chemical Hazards

{Note to reviewer: The following is for liquid pump spray packaging.}

Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather. Exposure to temperatures above 130° Fahrenheit may cause bursting.

{Note to reviewer: The following is for bag-on-valve/eco-spray packaging.}

Contents under pressure. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting. Keep off synthetics, plastics, furniture, and painted surfaces. May damage leather.

Storage and Disposal

Storage: Store in a cool dry (preferably locked) storage area inaccessible to children and pets and away from heat or open flame.

{Note to reviewer: The following Disposal instructions for liquid pump spray packaging.}

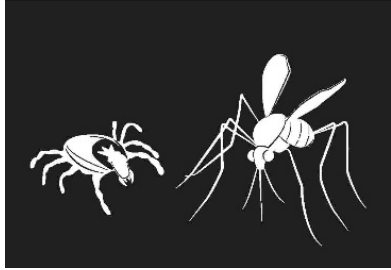
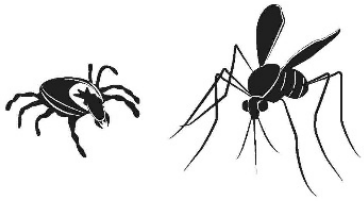
Disposal: Nonrefillable Container. Do not reuse or refill this container. **If empty:** Place in trash or, if available, offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions. Never place unused product down any indoor or outdoor drain.

{Note to reviewer: The following Disposal instructions for bag-on-valve/eco-spray packaging.}

Disposal: Do not puncture or incinerate! **If empty:** Place in trash or, if available, offer for recycling. **If partly filled:** Call your local solid waste agency or 1-800-CLEANUP for disposal instructions.

Optional Marketing Text

- Ben's 30% [DEET]
- Ben's 30 Wilderness Formula
- Ben's 30% DEET Wilderness Formula
- Wilderness Formula
- Tick Repellent
- Mosquito Repellent
- Tick & Insect Repellent
- Ben's Trusted for over 30 years!
- Level {for packages with a clear indicator of amount remaining} [Running Low]
- Now with Twist Close Cap!
- Airplane carry-on size
- Maximum carry-on size
- TSA approved travel size
- TSA travel size
- TSA approved carry-on size
- TSA carry-on size
- Convenient Travel Size
- Convenient Airplane Travel Size
- Airplane Travel Size
- Airplane carry-on
- Maximum Airplane Size
- Max Airplane Travel Size
- Approved Airplane Travel Size
- Approved for Airplane Travel
- Approved Airplane Size
- Airplane Size
- Carry-on Size
- Max carry-on size
- Maximum Airplane Travel Size
- Max Airplane Size
- Repels Mosquitoes that may [transmit] West Nile Virus
- Repels Mosquitoes that may [transmit] Zika Virus
- Repels Mosquitoes that may [transmit] Dengue Fever
- Repels Mosquitoes that may [transmit] Zika Virus, West Nile Virus, [or] Dengue Fever
- Repels ticks that may [transmit] Lyme Disease
- Mosquito protection
- Tick protection
- "The choice of Adventure Medical Kits (logo – see next page)" -Dr. Eric Weiss
- [Up to] Seven [7] Hours of Protection
- Water-Based [Formula]
- [Contains] No Alcohol
- Alcohol-Free
- Does Not Contain Alcohol
- Non-oily
- Symbols & Graphics (see next page)
- Ben's 30 Tick & Insect Repellent provides just the right protection for the entire family against ticks, mosquitoes and chiggers while camping, hiking and enjoying all other outdoor activities.
- 50% More FREE 6 oz. for the price of 4 oz.
- This 6 oz. Eco-Spray® bottle yields 50% more insect repellent than a 6 oz. aerosol.
- Distinctive water-based DEET insect repellent formula that contains NO ALCOHOL.
- Provides protection for the entire family.
- For comfortable outing with the family. DEET Insect Repellent 30, a water-based DEET insect repellent, protects against ticks, mosquitoes and chiggers.
- Use just the right protection for your skin while outdoors, around the home and back yard.
- A portion of DEET Insect Repellent 30's sales will be donated to Tender's Environmental Scholarship Program.
- 7 hours worry free protection
- Repels mosquitoes for up to 7 hours
- 7 Hours of Protection [against] [from] Mosquitoes
- 7 Hours of Protection against mosquitoes that may transmit Zika Virus
- 7 Hours of Protection against mosquitoes that may transmit West Nile Virus
- 7 Hours of Protection against mosquitoes that may transmit Dengue Fever
- 7 Hours of Protection against mosquitoes that may transmit Zika Virus, West Nile Virus, [or] Dengue Fever
- [Value] [Family] Size
- [Dual] [Twin] [Value] [X] [Family] Pack {X represents number of units}
- Insect Repellent [Dual] [Twin] [Value] [X] [Family] Pack {X represents number of units}
- Mosquito Repellent [Dual] [Twin] [Value] [X] [Family] Pack {X represents number of units}
- Tick Repellent [Dual] [Twin] [Value] [X] [Family] Pack {X represents number of units}
- {Note: For BOV packaging only:} This ECO-Spray® bottle uses a patented mechanical delivery system to create an aerosol-like spray. [logo – see next page]



ECO-SPRAY®



{ Note to Reviewer: Eco-Spray is the brand name for the proprietary bag-on-valve style of packaging which when used, eliminates the use of propellant in the liquid pesticide formulation. }



**Adventure[®]
Medical
Kits**
BE SAFE

[] Denotes optional verbiage

{ } Denotes Language that does not appear on market labeling

{Note to Reviewer: Registrant intends to insert recycling icons/images on the plastic pump spray container and the metal bag-on-valve container. A user will follow the container handling instructions in the Storage & Disposal section and is recommended to offer container for recycling, if available. The following images and text are derived from <http://how2recycle.info> and will be modified with the optional language/images as relevant for each container type – plastic pump spray or metal bag-on-valve container.}



Preparing Material for Recycling

Information is provided to ensure the proper steps are taken to effectively recycle materials.

Rinse & Insert Lid	Empty & Replace Cap	Empty Before Recycling	Rinse Before Recycling
Rinse & Replace Lid	Recycle If Clean & Dry	See Website For Cap	Remove Label Before Recycling
Empty & Discard Sprayer	Empty & Reattach Sprayer	Empty & Discard Pump	Empty & Reattach Pump

See Website for Cap/Bottles: Certain caps and small packaging are too small to make it through a recycling facility. Ask your drop-off location if they accept loose caps, or send your plastic caps to Terracycle or Gimme 5. For glass beverage bottles with small, crown shaped metal caps, it's best to collect them in an emptied soup can. Once you have filled the can, squeeze the top closed and toss it in your recycling bin!



How2Recycle

Information and locational instructions let you know if an item can be recycled traditionally or by other means.

Widely Recycled	Limited Recycling <small>* Not recycled in all communities</small>	Not Yet Recycled	Store Drop-Off

{From image file above}: See <http://how2recycle.info> for Cap/Bottles.



Type of Recyclable Material

Lists what type of material the packaging is made from.

PLASTIC	PAPER	METAL
COATED PAPER	GLASS	MULTI-LAYER



Lists Recyclable Parts of Packaging

Information on what parts of the packaging needs to be recycled in this specific way.

BOTTLE	TRAY	INSERT
BOX	BAG	WRAP
CAN	FILM	POUCH

Wrap: This helps you identify which part of the packaging we're referring to.