

OCT 29 1991

DILLON, KNOWLES & COMPANY
c/o Ms. Kim Davis
RegWest Company
P.O. Box 2220
Greeley, CO 80632-2220

Dear Ms. Davis:

Subject: Revised Labeling in Response to DEET LIP
LITTLEPOINT INSECT REPELLENT
EPA Registration Number 64583-1
Submission dated October 15, 1991

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable subject to the comments listed below. Five copies of the finished labeling must be submitted prior to releasing the product for shipment.

1. Delete the statement "If odor is noticeable on skin when protection is no longer needed, wash product off skin", and add the following statement to the product label, as indicated in the DEET LIP:

Do not use under clothing. After returning indoors, wash treated skin with soap and water. Wash treated clothing.

2. Although we would prefer inclusion, we have determined that it is acceptable to remove the statement "If you go to a doctor, take this repellent with you" from the product label. You may remove this statement from the label without submitting an amendment.

Sincerely,

RFM

Richard F. Mountfort
Product Manager (10)
Insecticide-Rodenticide Branch
Registration Division

LittlePoint
INSECT REPELLENT

Insect Protection for Children
[Insect Protection for Adults]
For Four Hours of Protection

from

Ticks and Mosquitoes
Biting Flies and Fleas
Chiggers and "No-See-Ums"

ACCEPTED
with COMMENTS
In EPA Letter Dated
OCT 29 1991
Under the Federal Insecticide,
Fungicide, and Rodenticide Act
as amended, for the pesticide
registered under EPA Reg. No.
64583-1

ACTIVE INGREDIENTS:

N,N-Diethyl-m-toluamide	9.5%
Related compounds	0.5%
INERT INGREDIENTS	90.0%
Total 100.0%	

Keep Out of Reach of Children

W A R N I N G

See back panel for additional
precautionary statements.

NET CONTENTS: 6 ml.

NET CONTENTS: 10 ml.]

Dillon, Knowles & Company
LittlePoint Laboratories
58 Beacon Street; Boston, MA 02108

DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**Read all Directions and Precautionary Statements
Before Using this Product**

Apply a single packet (one packet per person per application) to exposed skin areas, such as forearms, hands, neck, feet, legs and face. Use just enough repellent to cover exposed skin. Avoid overexposure. Do not get into eyes. Adults should instruct and closely supervise children in the proper use of this product. Instruct all children to keep treated arms away from lips, mouth and eyes. If odor is noticeable on skin when protection is no longer needed, wash product off skin. [Do not use this packet on children or infants.]

Reapply as effectiveness diminishes. Repels mosquitoes, ticks, biting flies, fleas, chiggers and "no-see-ums" for four hours. Frequent reapplication is unnecessary for effectiveness, however, duration of protection varies with each individual and reapplication may be required.

STORAGE: Store in a cool, dry place (preferably locked).
DISPOSAL: Do not reuse empty packaging. Wrap carton or pouch and discard in trash.

PRECAUTIONARY STATEMENTS

Hazards to Humans & Domestic Animals

WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Do not apply over cuts, wounds or irritated skin. Do not apply to eyes and mouth and do not apply to the hands of young children. Use of this product may cause skin reactions in rare cases. If you suspect that you or your child is reacting to this product, wash skin and call your local poison control center. If you go to a doctor, take this repellent with you.
If In Eyes: Flush with plenty of water. Get medical attention.

EPA Reg. No. 64583-1

EPA Est. 64719-NJ-1

Please do call us with any questions, comments, advice or for the location of the LittlePoint Insect Repellent vendor nearest to you, at 1-800-243-2929.

DILLON, KNOWLES & COMPANY
LittlePoint Laboratories
58 Beacon Street; Boston, MA 02108

What is LittlePoint Insect Repellent? LittlePoint Insect Repellent is a revolutionary new kind of insect protection which uses proprietary pharmaceutical controlled release technology.

How does LittlePoint Insect Repellent work? LittlePoint Insect Repellent consists of a sole active repelling ingredient and a proprietary "molecular entrapment" technology. This technology surrounds the active repelling ingredient, encasing it in a kind of protective chamber. The repelling ingredient can evaporate into the air through one (sometimes two) microscopic openings in this chamber. Molecular entrapment technology provides for extremely efficient evaporation of the repelling ingredient. Evaporation of the active repelling ingredient carries the scent that deters mosquitoes, biting flies, ticks, no-see-ums, chiggers and fleas. LittlePoint Insect Repellent's evaporation - and its repelling effect - lasts for a minimum of four hours. Female mosquitoes need blood in order to reproduce. They find their victims by detecting the presence of lactic acid in the air. Lactic acid is a common metabolic byproduct that is released through the skin. LittlePoint Insect Repellent interferes with the mosquitoes' ability to detect lactic acid; the mosquitoes cannot find you!!

Where did LittlePoint Insect Repellent come from? LittlePoint Insect Repellent was developed serendipitously as a byproduct of a larger biotechnology project. LittlePoint Insect Repellent is really a controlled release version insect repellent. This version of LittlePoint Insect Repellent provides a minimum of four hours of insect protection for whomever uses it.

Introducing LittlePoint Insect Repellent, a completely new kind of insect protection. The feel of an expensive skin cream. A scent that's hardly noticeable. And a minimum of four hours of protection from mosquitoes, ticks, and other pests. LittlePoint Insect Repellent is a breakthrough in personal insect repellent products.

LittlePoint Insect Repellent was developed using molecular entrapment technology, which holds the active repelling ingredient in a kind of protective chamber.

More is not always better: Thanks to LittlePoint Insect Repellent's proprietary controlled release technology, LittlePoint Insect Repellent combines only 10% of the repelling compound with 90% inert ingredients and still provides long lasting repellency.

Convenient, even pleasant to use. LittlePoint Insect Repellent feels like a skin lotion and has a neutral scent. It is conveniently packaged in individual applications for either children or adults. You have to try it to believe it.