

70759-2

10/26/2012

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

OCT 26 2012

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

Matthew R. Schneider, Esq.  
Authorized Representative  
EMD Millipore Corporation  
One International Plaza, Suite 300  
Philadelphia, PA 19113

Subject: Bug Repell IR3535® 10% Lotion  
EPA Registration No. 70759-2  
Label Amendment to add additional optional claims  
Decision #: 466080  
Application Dated: June 8, 2012

Dear Mr. Schneider:

The amendment referred to above, submitted in connection with registration under FIFRA section 3(c)(5), is acceptable provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA section 3(c)(5) when the Agency requires all registrants of similar products to submit such data.
2. Submit three (3) copies of your final printed labeling before you release the product for shipment. Final printed labeling means the label or labeling of the product when distributed or sold. Clearly legible reproductions or photo reductions will be accepted for unusual labels, such as those silk-screened directly onto glass or metal containers or large bags or drum labels.

If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(b). Your release for shipment of the product bearing the amended labeling constitutes acceptance of these conditions.

Should you have any questions, you may contact Ms. Menyon Adams directly at 703.347.8496 or via email at [adams.menyon@epa.gov](mailto:adams.menyon@epa.gov).

Sincerely,

Linda A. Hollis, Chief  
Biochemical Pesticides Branch

Prevention Division (7511P)

SEARCHED	INDEXED	SERIALIZED	FILED	NOV 1 2012	ATLANTA
MSW	ADAMS	10/26/12			

Bug Repell IR3535 10% Lotion

(Front Panel)

**Bug Repell IR3535®  
10% Lotion**

KEEP OUT OF REACH OF CHILDREN

**WARNING**

**ACTIVE INGREDIENT**

3-[N-Butyl-N-acetyl]-amino  
propionic acid ethyl ester\*.....10.0%

**OTHER INGREDIENT**.....90.0%

**TOTAL**:.....100.0%

\*IR3535®

**FIRST AID** - If In Eyes: [optional front and back panel]

-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.

-Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

-For information on this pesticide product call the National Pesticide Information Center at 1-800-858-7378

EPA Reg. No. 70759-2 EPA Est. No. 13891-IN

EMD Millipore Corporation

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RESERVED [optional front and back panel]

4 FL.OZ(118 ml);2 FL.OZ(59 ml)

[Batch Code \_\_\_\_\_ or Lot Number \_\_\_\_\_]  
[or similar phrase]

**ACCEPTED**

**OCT 26 2012**

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

70759-2

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(Back Panel)

**PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS - Warning:** For external use only. Causes substantial but temporary eye injury. Do not get in eyes. Discontinue use and consult a doctor if irritation or rash occurs. Ask a doctor before using on children under 1 year of age.

**PHYSICAL OR CHEMICAL HAZARDS –**

Use only as directed. Avoid contact with plastics, costume jewelry, leather and synthetic fibers. May damage painted or varnished surfaces, including nail polish.

**DIRECTIONS FOR USE**

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

**REPELLENCY – REPELS MOSQUITOS AND TICKS FOR UP TO 8 HOURS** [optional front and back panel]

Apply liberally and evenly over dry, exposed skin. An adult must apply this product to children under 10. Do not apply to children's hands.

**FOR CONTINUED PROTECTION:** reapply about every 8 hours or sooner if effectiveness diminished, not to exceed 3 applications per day.

**Storage and Disposal:**

**Storage:** Store in cool dry place away from heat or flame.

**Disposal:**

**If Empty: Nonrefillable Container.** Do not reuse or refill this container. Place in trash or offer for recycling if available.

**If Partly Filled:** Call your local solid waste agency or call 1-800-CLEANUP disposal instructions. Never place unused product down any indoor or outdoor drain.

Exp (date)

Optional Label Claims:

- DEET free
- Complete protection against mosquitoes and ticks for up to 8 hours
- Family friendly
- For the whole family
- Long protection for the whole family
- 8-hour protection for the entire family
- Lightweight
- Non-greasy
- Non oily
- Pleasant feel
- Fragrance free
- Odorless
- No odor
- No need to wash off when returning from outdoors
- Mosquitoes may transmit West Nile Virus
- Ticks may transmit Lyme disease

- Touch/Feel descriptors [to be used as stand-alone statements or inserted into additional statements as indicated below]

Dry	Fresh	Not Greasy
Not Oily	Light	Non-Oily
Good	Comfortable	Pleasant
Greaseless	Not Sticky	Touchable
Non-Greasy	Not Wet	

Feels [insert touch/feel descriptor] (on) (on your skin)  
 [Insert touch/feel descriptor] feel (formula)  
 [Insert touch/feel descriptor] touch (formula)  
 [Insert touch/feel descriptor] formula  
 [Insert touch/feel descriptor] protection  
 [Insert touch/feel descriptor] skin feel  
 (Insect repellent that) leaves (your) skin feeling [insert touch/feel descriptor]  
 Leaves a pleasant feeling (on skin)

- (Light feel) (Light weight) (Strong) (Effective) (Proven) protection
- Feel good protection for (the entire family) (your family)
- Dry (shield) (defense) (performance) (repellent) (spray)
- Smart (shield) (defense) (performance) (repellent) (spray)
- (Formulated) (with) feel dry technology
- (Formulated) (with) dry feel technology
- Quick dry (ing)
- Fast dry (ing)
- Dries fast