



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

**OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION**

October 28, 2016

Matthew R. Schneider, Esq.  
Authorized Representative  
EMD Performance Materials Corporation  
c/o Garvey Schubert Barer Law  
1000 Potomac Street, N.W., Suite 200  
Washington, DC 20007

Subject: Labeling Notification per Pesticide Registration Notice (PRN) 98-10 – Add two optional claims: “8 hour protection” and “Repels ticks which may [transmit] [carry] Lyme disease”.  
Product Name: Bug Repell IR3535 20% Spray  
EPA Registration Number: 70759-3  
Application Date: August 31, 2016  
OPP Decision Number: 521053

Dear Mr. Schneider:

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 Ms. 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, reading "Andrew C. Bryceland". The signature is fluid and cursive, with the first name "Andrew" and last name "Bryceland" clearly legible.

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

Enclosure

(Front Panel)

**Bug Repell IR3535®  
20% Spray**

**KEEP OUT OF REACH OF CHILDREN**

**WARNING**

**ACTIVE INGREDIENT**

3-[N-Butyl-N-acetyl]-amino  
propionic acid ethyl ester\* .....20.0%

**OTHER INGREDIENTS** .....80.0%

**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. 70759-3 EPA Est. No. 13891-WI-1

EMD Millipore Corporation

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RESERVED [optional front and back panel]

4 FL.OZ (118 mL) [Alternative Containers]

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

**NOTIFICATION**

70759-3

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:

10/28/2016

(Back Panel)

## **PRECAUTIONARY STATEMENTS**

**HAZARDS TO HUMANS-** Warning: For external use only. Causes substantial but temporary eye injury. Do not get in eyes. Do not spray on face. 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.

## **DIRECTIONS FOR USE**

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

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

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

**TO APPLY TO FACE:** Spray palm of hand and rub on.

**FOR CONTINUED PROTECTION:** reapply about every 8 hours or sooner if effectiveness is 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 for disposal instructions. Never place unused product down any indoor or outdoor drain.

Expiration (date).

**Optional Label Claims:**

Avoid contact with plastics, costume jewelry, leather and synthetic fibers.

May damage painted or varnished surfaces, including nail polish.

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]

- (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

**Optional Label Claims (continued):**

- Repels mosquitoes that may carry [transmit] [Zika] [Chikungunya] [Dengue Fever] [and] West Nile Virus [for up to 8 hours]
- Protection [you can count on for up to 8 hours][from mosquitoes that may carry (transmit) (West Nile), (Zika), (Chikungunya) Virus, (and) (Dengue Fever)]
- Effective, dependable protection

**New Optional Label Claims:**

- **8 hour protection**
- **Repels ticks which may [transmit] [carry] Lyme disease.**