

74843-2

07/30/2010

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

OFFICE OF
PREVENTION, PESTICIDES
AND TOXIC SUBSTANCES

July 30, 2010

Ms. Juli Mann
Insect Shield, LLC
P.O. Box 10129
Greensboro, NC 27404

Subject: Label Notification(s) of Alternate Brand Name per PRN 98-10
Additional Alternate Brand Name

Dear Ms. Mann:

The Agency is in receipt of your Application(s) for Pesticide Notification under Pesticide Registration Notice PRN 98-10 dated April 20, 2010 for the following product(s):

Insect Shield Insect Repellent Apparel
Alternate Brand Name:

EPA Reg. No. 74843-2
Insect Blocker

The Registration Division (RD) has conducted a review of this request for applicability under PRN 98-10 and finds that the label change(s) requested falls within the scope of PRN-98-10. The label has been date-stamped "Notification" and will be placed in our records.

Please be reminded that 40 CFR Part 156.140(a)(4) requires that a batch code, lot number, or other code identifying the batch of the pesticide distributed and sold be placed on nonrefillable containers. The code may appear either on the label (and can be added by non-notification/PR Notice 98-10) or durably marked on the container itself.

If you have any questions, please contact Regina Foushee'-Smith at 703-605-0780.

Sincerely,

Richard J. Gebken
Product Manager
Insecticide Branch
Registration Division (7505P)

 United States Environmental Protection Agency Washington, DC 20460	<input type="checkbox"/> Registration <input type="checkbox"/> Amendment <input checked="" type="checkbox"/> Other	OPP Identifier Number
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Application for Pesticide – Section I

1. Company/Product Number 74843-2	2. EPA Product Manager Mark Suarez	3. Proposed Classification <input checked="" type="checkbox"/> None <input type="checkbox"/> Restricted
4. Company/Product (Name) Insect Shield Insect Repellent Apparel	PM # 13	
5. Name and Address of Applicant (Include ZIP Code) Insect Shield, LLC P.O. Box 10129 Greensboro, NC 27404 <input type="checkbox"/> Check if this is a new address	6. Expedited Review. In accordance with FIFRA Section 3(c)(3) (b)(i), my product is similar or identical in composition and labeling to: EPA Reg No. Product Name	

Section - II

<input type="checkbox"/> Amendment – Explain below	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____
<input type="checkbox"/> Resubmission in response to Agency letter dated _____	<input type="checkbox"/> "Me Too" Application
<input checked="" type="checkbox"/> Notification – Explain below	<input type="checkbox"/> Other – Explain below

Explanation: Use additional page(s) if necessary. (For Section I and Section II.)

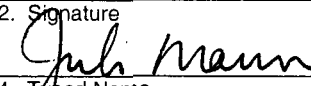
Notification to add one alternate brand name per PR Notice 98-10 (Alternate Brand Name (Section IIA)). The new alternate brand name is **Insect Blocker**.

This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false statement to EPA. I further understand that if this notification is not consistent with the terms of PR Notice 98-10 and 40 CFR 152.46, this product may be in violation of FIFRA and I may be subject to enforcement action and penalties under sections 12 and 14 of FIFRA.

Section III

1. Material This Product Will be Packaged in:				2. Type of Container	
Child-Resistant Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Unit Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Water Soluble Packaging <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	If "Yes" Unit Packaging wgt.	No. per container	<input type="checkbox"/> Metal – epoxy lined <input type="checkbox"/> Plastic <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input checked="" type="checkbox"/> Other (Specify) <u>none</u>
*Certification must be submitted		If "Yes" Package wgt	No. per container		
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container 1 garment		5. Location of label directions <input type="checkbox"/> On Label <input checked="" type="checkbox"/> On Label accompanying product	
6. Manner in Which Label is Affixed to Product			<input type="checkbox"/> Lithograph <input type="checkbox"/> Paper glued <input type="checkbox"/> Stenciled	<input checked="" type="checkbox"/> Other <u>stenciled or sewn in inner label plus attached hangtag outer label</u>	

Section IV

1. Contact Person (Complete items directly below for identification of individual to be contacted, if necessary, to process this application.)		
Name Juli Mann	Title Stephoe & Johnson, LLP Authorized agent	Telephone No. (Include Area Code) 202-429-3095
Certification I certify that the statements I have made on this form and all attachments thereto are true, accurate and complete. I acknowledge that any knowingly false or misleading statement may be punishable by fine or imprisonment or both under applicable law		6. Date Application Received (Stamped)
2. Signature 		
3. Title Stephoe & Johnson, LLP Authorized agent		
4. Typed Name Juli Mann		5. Date April 20, 2010

WRITER'S DIRECT DIAL
202.429.3095

1330 Connecticut Avenue, NW
Washington, DC 20036-1795
Tel 202.429.3000
Fax 202.429.3902
steptoe.com

April 20, 2010

Via Hand Delivery

Document Processing Desk (NOTIF)
Office of Pesticide Programs (7504P)
U.S. Environmental Protection Agency
One Potomac Yard
2777 South Crystal Drive
Arlington, VA 22202

Attention: Mark Suarez (PM 13)

Subject: Notification per PR 98-10: Alternate Brand Name

Product: Insect Shield Insect Repellent Apparel (EPA Reg. No. 74843-2)

Dear Mr. Suarez:

On behalf of Insect Shield LLC, enclosed please find a notification consistent with PR Notice 98-10 for product labeling notifications under Section IIA, to add an alternate brand name for this product.

Enclosed with this application please find the following:

1. EPA Form 8570-1
2. One copy of the label with the revisions highlighted

Please note, this submission replaces the submission for notification of an alternate brand name dated and filed with the Agency on April 19, 2010. If you have any questions please contact me.

Sincerely,

Juli Mann
Juli Mann
Paralegal Specialist

ecc: Insect Shield, LLC

Handwritten notations consisting of several rows of small, repetitive marks resembling ")))" or "))))", likely serving as a routing or tracking indicator.

NOTIFICATION

JUL 30 2010

ABN Label
Notification for ABN
4/20/10

4/6

Hang-tag on outside of garment (removable by consumer)

INSECT BLOCKER

- THIS GARMENT HAS BEEN TREATED WITH PERMETHRIN INSECT REPELLENT
- REPELS MOSQUITOES, TICKS, ANTS, FLIES, CHIGGERS, AND MIDGES
- DRYCLEANING REMOVES ACTIVE INGREDIENT- DO NOT DRYCLEAN
- REPELLENCY REMAINS EFFECTIVE FOR 70 WASHINGS
- DO NOT RE-TREAT GARMENT WITH OTHER PERMETHRIN INSECT REPELLENT PRODUCTS
- FOR PROTECTION OF EXPOSED SKIN, USE IN CONJUNCTION WITH AN INSECT REPELLENT REGISTERED FOR DIRECT APPLICATION TO SKIN.
- WASH TREATED GARMENTS SEPARATELY FROM OTHER CLOTHING.

EPA Reg No. 74843-2
EPA Establishment No. 74843-xx-XXX

Active Ingredient	
Permethrin	0.52%
Other Ingredients (Garment)	<u>99.48%</u>
	100.00%

Manufactured by Insect Shield, LLC.
P.O. Box 10129
Greensboro, NC 27404

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

Storage and Disposal

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

Disposal: Discard in trash when clothing is worn out. Do not reuse clothing for other purposes than as a garment.

RETAIN THIS TAG FOR FUTURE REFERENCE ON PROPER HANDLING OF THIS GARMENT. THIS TAG NOT TO BE REMOVED EXCEPT BY CONSUMER.

Optional Marketing Statements for hang-tag/outer label

- Repels mosquitoes (including those which may carry West Nile Virus)
- Repels ticks (including those which may carry Lyme disease)
- In heavily infested areas, you may prefer to wear long-sleeved shirts and pants to increase protection
- Neither Insect Blocker nor any other insect protection product can guarantee complete protection from insects or insect bites
- Does not protect against diseases or reactions from insect bites
- Bug repellent
- No bugs, no bite
- Whether in the backwoods or the backyard, Insect Blocker helps keep you protected
- Insect Blocker is a patent-pending technology for treating apparel that repels mosquitoes, ticks, ants, flies, chiggers and midges
- By taking advantage of the latest fibers and technology, we've created a comfortable microclimate for your feet that also repels insects
- All Buzz, No Bite
- Buzz Off and Get Out [Outside]
- Enjoy the Outdoors
- Insect Blocker has you covered
- You can't tell it's there but the bugs can
- Built-In Insect Protection
- Invisible
- Invisible Protection
- Invisible protection just by putting on your clothes
- Durable. Lasts through 70 washes, the expected lifetime of a garment
- Lasts through 70 washes
- Convenient
- Comfortable
- Effective
- Easy care. Normal home laundering is recommended
- [Used as a heading:] Insect Blocker Advantages

**Insect
Blocker**

Do Not Dry Clean
Repels mosquitoes,
ticks, ants,
flies, chiggers
and midges.
Repellency
remains effective
for 70 washings
-[fold line]-

Active Ingredient:
Permethrin
0.52% w/w
EPA Reg No.
74843-2
EPA Est No.
74843-xx-xxx

Dispose of garment
in trash. Wash
separately from other
clothing. Refer to
hang tag for more
information

[NOTE: This is the actual size of the label.]

[ABN Label (apparel inner label); Notification for new ABN, Insect Blocker; 4/20/10]