

74843-5

04-08-2010

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

OFFICE OF  
PREVENTION, PESTICIDES  
AND TOXIC SUBSTANCES

APR 8 2010

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

Subject: Application for Pesticide Notification (PRN 98-10)

Dear Ms. Mann:

The Agency is in receipt of your Application(s) for Pesticide Notification under Pesticide Registration Notice PRN 98-10 dated March 22, 2010 for the following product(s):

- Buzz Off Insect Shield Insect Repellent Apparel (EPA Reg. No. 74843-2)**
- Buzz Off Insect Shield Concentrate 14D (EPA Reg. No. 74843-3)**
- Buzz Off Insect Shield Concentrate 15 D (EPA Reg. No. 74843-4)**
- Eastern Insect Repellent Gear (EPA Reg. No. 74843-5)**

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,

A handwritten signature in black ink, appearing to read "Richard J. Gebken".

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

Please read instructions on reverse before completing form

Form Approved, OMB No. 2070-0060, Approval expires 5-31-98

	United States	<input type="checkbox"/>	Registration	OPP Identifier Number
	<b>Environmental Protection Agency</b>	<input type="checkbox"/>	Amendment	
	Washington, DC 20460	<input checked="" type="checkbox"/>	Other	

**Application for Pesticide - Section I**

1. Company/Product Number 74843-5	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 Gear (new primary brand name)	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: <b>NOTIFICATION</b> EPA Reg No. _____ Product Name <u>APR - 8 2010</u>	

**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.)

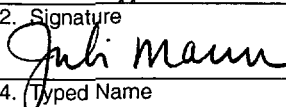
Notification of Labeling Change per PR Notice 98-10 (Change in Primary Brand Name (Section IIA)). Change in primary brand name to **Insect Shield Insect Repellent Gear**. The registration number and registrant name and address have also been updated.

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		<input type="checkbox"/> Metal	<input type="checkbox"/> Plastic
<b>*Certification must be submitted</b>		If "Yes" Unit Packaging wgt.	No. per container	If "Yes" Package wgt.	No. per container
				<input type="checkbox"/> Paper	<input checked="" type="checkbox"/> Other (Specify) <u>none</u>
3. Location of Net Contents Information <input checked="" type="checkbox"/> Label <input type="checkbox"/> Container		4. Size(s) Retail Container		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>permanent tag</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 Steptoe & Johnson, LLP Authorized agent	Telephone No. (Include Area Code) 202-429-3095
<b>Certification</b> 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  <b>(Stamped)</b>
2. Signature 	3. Title Steptoe & Johnson, LLP Authorized Agent	
4. Typed Name Juli Mann	5. Date March 22, 2010	

STEPTOE & JOHNSON LLP  
ATTORNEYS AT LAW

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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

March 22, 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: Change in Primary Brand Name

Product: Eastern Insect Repellent Gear (EPA Reg. No. 74843-5)

Dear Mr. Suarez:

On behalf of our client, Insect Shield, LLC, enclosed please find a notification for Eastern Insect Repellent Gear (EPA Reg. No. 74843-5) to change the primary brand name to **Insect Shield Insect Repellent Gear**. The label has also been updated to identify the new registration number and registrant name and address.

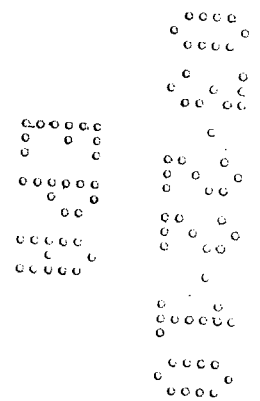
Enclosed with this application, please find EPA Form 8750-1 and one copy of the label indicating revised information. This notification is consistent with PR 98-10.

Please contact me if there are any questions.

Sincerely,

  
Juli Mann  
Paralegal Specialist

ecc: Insect Shield, LLC



# NOTIFICATION

APR - 8 2010

Master Label  
Notification to change primary brand name,  
update registrant information and registration number  
3/22/10, page 1

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## INSECT SHIELD INSECT REPELLENT GEAR [optional wording identifying gear brand or style]

- THIS ITEM HAS BEEN TREATED WITH PERMETHRIN INSECT REPELLENT
- REPELS MOSQUITOES, FLIES, TICKS AND FLEAS
- DO NOT RE-TREAT GEAR WITH OTHER PERMETHRIN INSECT REPELLENT PRODUCTS
- REPELLENCY TO MOSQUITOES REMAINS EFFECTIVE FOR 6 MONTHS OF EXPOSURE TO WEATHERING FOR NON WASHABLE ITEMS: TENTS, TARPS, AWNINGS, PATIO UMBRELLA COVERS, KENNEL COVERS, STALL COVERS
- REPELLENCY REMAINS EFFECTIVE FOR 25 WASHINGS FOR WASHABLE ITEMS: SLEEPING BAG COVERS, BACKPACKS, OUTDOOR FURNITURE COVERS, OUTDOOR FURNITURE CUSHION COVERS, NETTING, GROUND CLOTHS, HORSE BLANKETS, PET BEDDING
- WASH SEPARATELY FROM OTHER ITEMS
- DO NOT USE FOR PURPOSES OTHER THAN ORIGINALLY INTENDED
- DRYCLEANING REMOVES ACTIVE INGREDIENT - DO NOT DRYCLEAN

EPA Reg No. 74843-5  
EPA Establishment No. 74843-NC-001

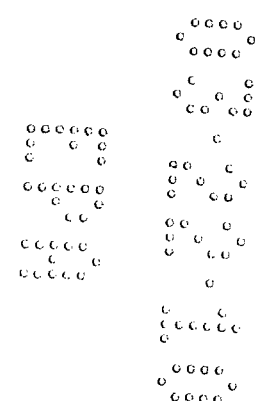
Active Ingredient	
Permethrin	0.52%
Other Ingredients (Gear)	<u>99.48%</u>
	100.00%

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 gear is worn out.



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Optional Marketing Statements:

- Repels mosquitoes
- Repels ticks
- Repels flies
- Repels fleas
- Bug repellent
- Whether in the backwoods or the backyard, Insect Shield Insect Repellent Gear helps keep you protected
- Insect Shield Insect Repellent Gear is a patent-pending technology for treating gear that repels mosquitoes, flies, ticks and fleas
- By taking advantage of the latest fibers and technology, we've created innovative gear that also repels insects
- Enjoy the Outdoors
- Repels flies, fleas and ticks from animal bedding

