

74843-5

10-19-2010

1/5



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460-0001

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

October 19, 2010

Ms. Juli Mann,  
Authorized Agent for  
Insect Shield, LLC  
c/o Steptoe & Johnson, LLP  
1330 Connecticut Avenue, NW  
Washington, DC 20036-1795

**Subject: Label Notification(s); Pesticide Registration Notification (PRN) 98-10  
INSECT SHIELD REPELLENT GEAR, EPA Reg. No. 74843-5  
Your Submission Dated August 11, 2010**

Dear Ms. Mann:

The Agency is in receipt of your application for Pesticide Notification under Pesticide Registration Notification (PRN) 98-10, dated August 11, 2010, for the referenced product. The Registration Division has conducted a review of this request for its applicability under PRN 98-10, and finds that the action(s) requested fall within the scope of PRN 98-10.


Please be reminded that 40 CFR §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 non-refillable containers. The code may appear either on the label (and can be added by non-Notification/PRN 98-10) or durably marked on the container itself.

The label submitted with this application has been time-stamped "Notification," and will be placed within the administrative file for this product. If you have any questions, please contact Mr. Carmen Rodia at (703) 306-0327 or via e-mail at [Rodia.Carmen@epa.gov](mailto:Rodia.Carmen@epa.gov).

Sincerely yours,

A handwritten signature in black ink that reads "Richard J. Gebken".

Richard J. Gebken  
Product Manager (10)  
Insecticide Branch  
Registration Division (7504P)

 <b>United States</b> <b>Environmental Protection Agency</b> Washington, DC 20460	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:15px;"><input type="checkbox"/></td> <td>Registration</td> </tr> <tr> <td><input type="checkbox"/></td> <td>Amendment</td> </tr> <tr> <td><input checked="" type="checkbox"/></td> <td>Other</td> </tr> </table>	<input type="checkbox"/>	Registration	<input type="checkbox"/>	Amendment	<input checked="" type="checkbox"/>	Other	OPP Identifier Number
<input type="checkbox"/>	Registration							
<input type="checkbox"/>	Amendment							
<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 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. <b>Expedited Review.</b> 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"/> Resubmission in response to Agency letter dated _____  <input checked="" type="checkbox"/> Notification – Explain below	<input type="checkbox"/> Final printed labels in response to Agency letter dated _____ <input type="checkbox"/> "Me Too" Application  <input type="checkbox"/> Other – Explain below
--	---

NOTIFICATION  
OCT 19 2010

**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 Repellent Gear**. The registration number and registrant name and address have also been updated.

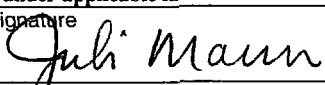
This notification is consistent with the provisions of PR Notice 98-10 and EPA regulations at 40 CFR 152.46, and no other changes have been made to the labeling or the confidential statement of formula of this product. I understand that it is a violation of 18 U.S.C. Sec. 1001 to willfully make any false 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.

**Please forward all correspondence to Juli Mann, Steptoe & Johnson, 1330 Connecticut Ave., NW, Washington, D.C. 20036**

**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 <input type="checkbox"/> Glass <input type="checkbox"/> Paper <input checked="" type="checkbox"/> Other (Specify) <u>none</u>
*Certification must be submitted		If "Yes" Unit Packaging wgt.	No. per container	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		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
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 Steptoe & Johnson, LLP Authorized Agent	5. Date August 11, 2010	
4. Typed Name Juli Mann		

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

August 11, 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

**NOTIFICATION**

**OCT 19 2010**

Attention: Mark Suarez (PM 13)

Subject: Notification per PR 98-10: Change in Primary Brand Name

Product: Insect Shield 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 Insect Shield Insect Repellent Gear (EPA Reg. No. 74843-5) to change the primary brand name to **Insect Shield Repellent Gear**. The label has also been updated to identify the new primary brand name. This is the only change to the label.

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.

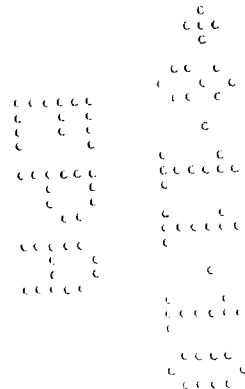
Please contact me if there are any questions.

Sincerely,

*Juli Mann*

Juli Mann  
Paralegal Specialist

ecc: Insect Shield, LLC



4  
5

**INSECT SHIELD 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

**NOTIFICATION**

**OCT 19 2010**

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

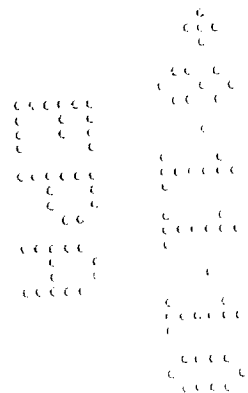
Manufactured by Insect Shield, LLC.  
P.O. Box 10129  
Greensboro, NC 27404

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.



5  
5

Optional Marketing Statements:

- Repels mosquitoes
- Repels ticks
- Repels flies
- Repels fleas
- Bug repellent
- Whether in the backwoods or the backyard, Insect Shield Repellent Gear helps keep you protected
- Insect Shield 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

