

74843-5

12/13/2012

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
WASHINGTON, D C 20460

OFFICE OF CHEMICAL SAFETY
AND POLLUTION PREVENTION

December 13, 2012

Ms Sangeeta Khattar
Steptoe & Johnson, LLP
Agent for Insect Shield LLC
1330 Connecticut Ave NW # 1028
Washington, DC 20036

Dear Ms Khattar

Subject Notification
Insect Shield Repellent Gear
EPA Registration Number 74843-5
Your submission dated October 24, 2012

The application referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable

A stamped label is enclosed for your records

This label supersedes all others previous accepted by the Agency

If you have any questions you may contact Linda A DeLuise at 703 305 5428

Sincerely yours,

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

A handwritten flourish or mark, possibly a stylized letter "f", located to the left of the typed name.

Richard Gebken
Product Manager (13)
Insecticide Branch
Registration Division (7505P)

Enclosure

MASTER LABEL

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

not to scale



This item has been treated with permethrin insect repellent
Repels mosquitoes ticks fleas and flies
Dry cleaning removes active ingredient Do not dry clean 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
blankets ground cloths horse blankets pet bedding

EPA Reg No 74843-5
EPA Est No

ACTIVE INGREDIENTS

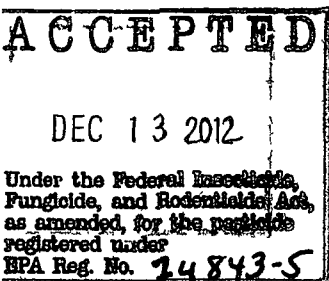
Permethrin	0.52%
OTHER INGREDIENTS (Gear)	99.48%
TOTAL	100.00%

Wash separately from other items Do not use for purposes
other than originally intended 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

Manufactured for Insect Shield LLC
814 West Market Street, Greensboro, NC 27401

[ESL date]

[REVdate]



Gear Hangtag

Actual size is 2 3/8" wide x 4 5/8" high

Note to Reviewer [ESL date] identifies the EPA stamped approved label [REV date] identifies the last label revision

Note to Reviewer Note [Bracketed information is optional text]
Text separated by "/" denotes and/or options

IS Gear – EPA Reg No 74843 5

not to scale

insect shield[®]
repellent gear

This item has been treated with permethrin insect repellent
Repels mosquitoes ticks fleas and flies
Dry cleaning removes active ingredient Do not dry clean 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 blankets ground
cloths horse blankets pet bedding

EPA Reg No 74843-5
EPA Est No

ACTIVE INGREDIENTS	
Permethrin	0 52%
OTHER INGREDIENTS (Gear)	99 48%
TOTAL	100 00%

Wash separately from other items Do not use for purposes
other than originally intended 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

Manufactured for Insect Shield LLC
814 West Market Street Greensboro NC 27401

[ESL date] [REV date]

Sewn in Gear Label

Actual size is 2 7/8" x4 " high

Note to Reviewer [ESL date] identifies the EPA stamped approved label [REV date] identifies the last label revision

Note to Reviewer Note [Bracketed information is optional text]
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IS Gear – EPA Reg No 74843 5

Optional Marketing Statements

- 1 Repels mosquitoes
- 2 Repels ticks
- 3 Repels flies
- 4 Repels fleas
- 5 Bug repellent
- 6 Whether in the backwoods or the backyard, Insect Shield Repellent Gear helps keep you protected
- 7 Insect Shield Repellent Gear is a patent-pending technology for treating gear that repels mosquitoes, flies, ticks and fleas
- 8 By taking advantage of the latest fibers and technology, we've created innovative gear that also repels insects
- 9 Enjoy the Outdoors
- 10 Repels flies, fleas and ticks from animal bedding
- 11 No bugs, no bite
- 12 Repels mosquitoes [including those which may carry West Nile virus][including those which may transmit malaria]
- 13 Repels ticks [including those which may carry Lyme disease]
- 14 Repels insects including those that carry [Lyme disease], [West Nile virus], [malaria] and [other insect borne diseases]
- 15 [Insect Shield] protects against insects including those that carry [Lyme disease], [West Nile virus], [malaria] and [other insect borne diseases]
- 16 Repels mosquitoes, ticks flies and fleas
- 17 All buzz, No bite
- 18 [Insect Shield] has you covered
- 19 You can't tell it's there but the bugs can
- 20 Build-In Insect Protection
- 21 Invisible
- 22 Invisible protection
- 23 Durable
- 24 Convenient
- 25 Comfortable
- 26 Effective
- 27 Easy Care
- 28 Used as a heading [Insect Shield] Advantages
- 29 Tested/proven
- 30 Proven protection
- 31 Dependable protection
- 32 Long-lasting protection
- 33 Built-in [Insect Shield]

Note to Reviewer Note [Bracketed information is optional text]
Text separated by '/' denotes and/or options

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- 34 Odorless
- 35 Built-in invisible, odorless insect protection
- 36 Unscented
- 37 Unscented protection
- 38 No unpleasant scent
- 39 Repel without the smell
- 40 Technology is the result of years of research and field study
- 41 No special care or storage required
- 42 [Insect Shield] technology converts gear into long-lasting effective and convenient insect protection
- 43 [Insect Shield] offers protection for the entire family
- 44 Helps you protect your entire family from insects
- 45 Family protection
- 46 Insect protection for your entire family
- 47 Protecting you and your family
- 48 No restrictions for use
- 49 Bug barrier
- 50 What makes it work?
- 51 Powerful weapon in the war with insects
- 52 Winning the battle against bugs
- 53 Don't be bugged
- 54 Changing the way you think about insect protection
- 55 Ditch the itch
- 56 If you love being outdoors, you'll love [Insect Shield]
- 57 It's time to annoy them for a change
- 58 It's time to annoy the bugs for change
- 59 Wouldn't it be great to annoy them for a change?
- 60 A better way to keep bugs at bay
- 61 [Insect Shield] keeps bugs at bay
- 62 [Insect Shield] keeps bugs at bay so you can enjoy the greater outdoors in peace
- 63 Insect Shield is a revolutionary defense in the battle against bugs
- 64 ESL date
- 65 REV date
- 66 picture of grass
- 67 picture of crawling bugs
- 68 Neither Insect Shield nor any other insect protection product can guarantee complete protection from insects or insect bites