



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

April 8, 2024

Insect Shield  
c/o Juli Mann  
Ramboll  
4245 North Fairfax Drive, Suite 700  
Arlington, VA 22203

Subject: Notification per PRN 98-10 – listing specific gear products as “note to reviewer” and moving restriction for puppies to the Directions For Use section to match 83588-1  
Product Name: Insect Shield Repellent Gear,  
EPA Registration Number: 74843-5  
Application Date: 8/28/2023  
Case Number: 560051

Dear Ms. Mann:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) 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 label submitted with the application has been stamped “NOTIFICATION” and placed in our records.

Should you wish to add/retain a reference to the 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 Agency. If the website is false or misleading, the product would be misbranded and unlawful to sell or distribute under FIFRA section 12(a)(1)(E). 40 CFR 156.10(a)(5) lists examples of statements 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 Agency 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.

If you have any questions, please contact Autumn Metzger at 202-566-2830 or [Metzger.autumn@epa.gov](mailto:Metzger.autumn@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Beth Fertich", followed by the word "for" written in a smaller, cursive script.

Beth Fertich, Product Manager 04 Invertebrate &  
Vertebrate Branch 1 Registration Division (7505P)  
Office of Pesticide Programs

(Note to Reviewer: [bracketed text] is optional or alternate language; (parenthetical text) is informational; Text separated by “/” denotes and/or options; [ESL date] identifies the EPA stamped approved label; [REV date] identifies the last label revision)

## Master Label

*(Note to Reviewer - the following gear/fabric items may be treated with permethrin insect repellent: tents, tarps, hammocks, awnings, patio umbrella covers, kennel covers, stall covers, sleeping bag covers, backpacks, camping sheets, furniture cushion covers, floor mats, netting, blankets, travel sheets, ground cloths, beach towels, table cloths, place mats, curtains, horse blankets and coverings, pet bedding, dog apparel and harnesses.)*

(Gear Hangtag)



**Insect Shield Repellent Gear** (optional wording identifying gear brand or style)

### NOTIFICATION

74843-5

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:

4/8/2024

**This item has been treated with permethrin insect repellent.**

**Repels mosquitoes, ticks, fleas and flies.**

Repellency to mosquitoes remains effective for 6 months of exposure to weathering for non-washable items. ~~tents, tarps, hammocks, awnings, patio umbrella covers, kennel covers, stall covers.~~

Repellency remains effective for 25 washings for washable items. ~~sleeping bag covers, backpacks, camping sheets, furniture covers, outdoor furniture cushion covers, floor mats, netting, blankets, travel sheets, ground cloths, beach towels, table cloths, place mats, curtains, horse blankets and coverings, pet bedding.~~ Dog apparel and harnesses are not to be worn by puppies less than 7 weeks old. ~~old~~ (moved to Directions for Use)

Active Ingredient:

Permethrin.....0.52%

Other Ingredients: (Gear).....99.48%

Total.....100.00%

### Directions for Use

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

Do not dry clean.

Do not re-treat gear with other permethrin insect-repellent products.

Wash separately from other items.

Do not use or recycle this product for purposes other than originally intended.

For protection of exposed skin, use in conjunction with an insect repellent registered for direct application to skin.

Dog products not to be used by puppies less than 7 weeks old.

### Storage and Disposal:

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

**Disposal:** Discard in trash when gear is worn out.

EPA Reg. No. 74843-5 EPA Est. No. \_\_\_\_\_

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

[ESL date] [REV date]

(Note to Reviewer: [bracketed text] is optional or alternate language; (parenthetical text) is informational; Text separated by “/” denotes and/or options; [ESL date] identifies the EPA stamped approved label; [REV date] identifies the last label revision)

**(Permanently Attached Label)**

**insect shield<sup>®</sup>**  
repellent gear

Repels mosquitoes, ticks, fleas and flies.

Repellency remains effective for 25 washings for washable items.

Repellency to mosquitoes remains effective for 6 months of exposure to weathering for non-washable items.

Do not dry clean.

Refer to hangtag for more information.

ACTIVE INGREDIENT: Permethrin 0.52% w/w

EPA Reg. No. 74843-5

EPA Est. No. \_\_\_\_\_

Wash separately from other items.

Disposal: Discard in trash when gear is worn out.

[REV date]

(Note to Reviewer: [bracketed text] is optional or alternate language; (parenthetical text) is informational; Text separated by “/” denotes and/or options; [ESL date] identifies the EPA stamped approved label; [REV date] identifies the last label revision)

**Optional Marketing Statements:**

(Note to Reviewer: Number Sequence of Optional Marketing Statements for tracking purposes only)

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 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][including those which may transmit Zika virus]
13. Repels ticks [including those which may carry Lyme disease]
14. Repels insects including those that carry [Lyme disease], [West Nile virus], [malaria], [Zika virus] and [other insect borne diseases]
15. [Insect Shield] protects against insects including those that carry [Lyme disease], [West Nile virus], [Zika virus] and [malaria]
16. Repels mosquitoes, ticks, flies and fleas
17. All buzz, No bite
18. You can't tell it's there but the bugs can
19. Built-In Insect Protection
20. Invisible
21. Invisible protection
22. Durable
23. Convenient
24. Comfortable
25. Effective
26. Easy Care
27. Used as a heading: [Insect Shield] Advantages
28. Tested
29. Proven protection
30. Long-lasting protection
31. Built-in [Insect Shield]
32. Odorless
33. Built-in invisible, odorless insect protection
34. Unscented
35. Unscented protection

(Note to Reviewer: [bracketed text] is optional or alternate language; (parenthetical text) is informational; Text separated by “/” denotes and/or options; [ESL date] identifies the EPA stamped approved label; [REV date] identifies the last label revision)

36. No unpleasant scent
37. Repel without the smell
38. Technology is the result of years of research and field study
39. [Insect Shield] technology converts gear into long-lasting effective and convenient insect protection
40. [Insect Shield] offers protection for the entire family
41. Helps you protect your entire family from insects
42. Family protection
43. Insect protection for your entire family
44. Protecting you and your family
45. Bug barrier
46. What makes it work?
47. Winning the battle against bugs
48. Don't be bugged
49. Changing the way you think about insect protection
50. Ditch the itch
51. If you love being outdoors, you'll love [Insect Shield]
52. It's time to annoy them for a change
53. It's time to annoy the bugs for change
54. Wouldn't it be great to annoy them for a change?
55. Insect Shield is a revolutionary defense in the battle against bugs
56. picture of grass
57. picture of crawling bugs/mosquitoes
58. Neither Insect Shield nor any other insect protection product can guarantee complete protection from insects or insect bites.
59. Insect Shield protection is built right in and lasts 25 washings, the expected lifetime of the product.
60. Who can use it? (everyone) (your whole/entire family)
61. Good news! Bugs won't love you anymore.
62. Insect repellent [Product type]
63. Bug repellent [Product type]
64. [Product Type] with Insect Protection
65. Insect Shield treated [product type]
66. Insect Shield [product type]