



U.S. ENVIRONMENTAL PROTECTION AGENCY  
Office of Pesticide Programs  
Registration Division (H7505C)  
401 "M" St., S.W.  
Washington, D.C. 20460

EPA Reg. Number:  
82108-1

Date of Issuance:  
APR 20 2005

Term of Issuance: **Conditional**

Name of Pesticide Product:  
**Eastern Insect Repellent Gear**

**NOTICE OF PESTICIDE:**

Registration  
 Reregistration

(under FIFRA, as amended)

Name and Address of Registrant (include ZIP Code):

**Eastern Chemical, LLC  
391 Midland Drive  
Asheville, NC 28804**

**Note:** Changes in labeling differing in substance from that accepted in connection with this registration must be submitted to and accepted by the Registration Division prior to use of the label in commerce. In any correspondence on this product always refer to the above EPA registration number.

On the basis of information furnished by the registrant, the above named pesticide is hereby registered/reregistered under the Federal Insecticide, Fungicide and Rodenticide Act.

Registration is in no way to be construed as an endorsement or recommendation of this product by the Agency. In order to protect health and the environment, the Administrator, on his motion, may at any time suspend or cancel the registration of a pesticide in accordance with the Act. The acceptance of any name in connection with the registration of a product under this Act is not to be construed as giving the registrant a right to exclusive use of the name or to its use if it has been covered by others.

This product is conditionally registered in accordance with FIFRA sec. 3(c)(7)(A), provided that you:

1. Submit and/or cite all data required for registration/reregistration of your product under FIFRA sec. 3(c)(5) when the Agency requires all registrants of similar products to submit such data; and submit acceptable responses required for reregistration of your product under FIFRA section 4.
2. **Make the following labeling changes:**
  - a) Revise the EPA Registration Number to read "EPA Reg. No. 82108-1"
  - b) The draft labeling appears to be the hang tag label that will appear on the outside of the gear or item. Please clarify. If this labeling will not be permanently affixed to the treated gear then you must submit the specific labeling that will appear on each item impregnated with permethrin. The labeling must carry similar wording as indicated on the label for treated clothing. In addition the following statement must appear on the outer label "Retain this label for future reference on proper handling of this item. This tag not to be removed except by consumer"

Signature of Approving Official:

George T. LaRocca, Product Manager (13), IB/RD (7505C)

Date:

April 20, 2005

- c. Delete the claim for effectiveness for one year of exposure to weathering for non washable items. Data must be submitted using treated gear representing a range of fabric types and aged for one year.
- d. Delete picnic table cloths. Permethrin is not approved for use on surfaces that may come in direct contact with food or feed. Also delete outdoor furniture covers, outdoor furniture cushion covers, ground cloths and personal flotation devices. These sites are not listed on the source product label.
- e. Delete the following optional marketing claims:

“Including those which may carry West Nile virus”

“Including those which may carry Lyme disease”

“Or related reactions or diseases”

Efficacy data must be submitted with the treated gear using known vectors of the disease. Supporting data for at least two important vectors of the disease from different genera would be acceptable.

“No bugs, no bite”

“Eastern Insect Repellent Gear is to bugs what Gore-Tex is to rain”

“The insect repellent alternative”

“A revolution in personal insect protection”

“You can't tell it's there but the bugs can”

“No matter where you go, you are going to be in bug country”

Words or phrases that a product possesses unique characteristics because of its composition; heightened claims of efficacy or claims stating or implying complete control; false or misleading comparisons with other pesticides; vague or non specific terms implying unstated benefits are not acceptable.

- f. Either delete the third bullet under Optional Marketing statements or revise to read, “Eastern Insect Repellent Gear cannot guarantee complete protection from insects and insect bites”.
3. Please submit two (2) copies of your final printed label for before your release the product for shipment. Please refer to the A-79 enclosure for a further description

of final printed labeling. If these conditions are not complied with, the registration will be subject to cancellation in accordance with FIFRA section 6(e). Your release for shipment of the product bearing amended labeling constitutes acceptance of these conditions. A stamped copy of the label is enclosed for your records.

If you have any questions regarding this action, please contact BeWanda Alexander of my team at (703) 305-7460.

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

- THIS ITEM HAS BEEN TREATED WITH PERMETHRIN INSECT REPELLENT
- REPELS MOSQUITOES, TICKS AND FLEAS
- DO NOT RE-TREAT GEAR WITH OTHER PERMETHRIN INSECT REPELLENT PRODUCTS
- REPELLENCY TO MOSQUITOES REMAINS EFFECTIVE FOR 1 YEAR OF EXPOSURE TO WEATHERING FOR NON WASHABLE ITEMS: TENTS, TARPS, AWNINGS, PATIO UMBRELLA COVERS, KENNEL COVER, 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, PICNIC TABLE CLOTHS, PERSONAL FLOTATION DEVICES, 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.

EPA Establishment No. 74843-NC-001

Active Ingredient

Permethrin

0.52%

Other Ingredients (Gear)

99.48%

100.00%

Manufactured by Eastern Chemical, LLC.

Asheville, NC 28804

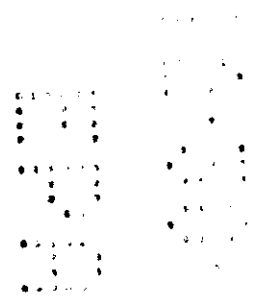
It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

Storage and Disposal

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

Disposal: Discard in trash when gear is worn out.

ACCEPTED  
 with COMMENTS  
 in EPA Letter Dated  
 APR 20 2005  
 Under the Federal Insecticide,  
 Fungicide, and Rodenticide Act,  
 as amended, for the pesticide  
 registered under EPA Reg. No.  
82108-1



Optional Marketing Statements:

- Repels mosquitoes (including those which may carry West Nile virus)
- Repels ticks (including those which may carry Lyme disease)
- Neither Eastern Insect Repellent Gear nor any other insect repellent product can guarantee complete protection from insects, insect bites or related reactions or diseases
- Bug repellent
- No bugs, no bite
- Whether in the backwoods or the backyard, Eastern Insect Repellent Gear helps keep you protected
- Eastern Insect Repellent Gear is to bugs what Gore-Tex is to rain
- Eastern Insect Repellent Gear is a patent-pending technology for treating gear that repels mosquitoes, ticks and fleas
- No matter where you go, you are going to be in bug country. This gear will help keep you comfortable and bugs in their place
- By taking advantage of the latest fibers and technology, we've created innovative gear that also repels insects
- The insect repellent alternative
- A revolution in personal insect protection
- New (*for the first 6 months only*)
- Enjoy the Outdoors
- You can't tell it's there but the bugs can
- Repels fleas and ticks from animal bedding

DRAFT: not EPA Approved. 12-20-2004