



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

January 14, 2022

Wilma Van Lent  
Product Manager  
Melrose Holdings  
P.O. Box 40066  
Overland Park, KS 66204

Subject: Label Amendment – Adding marketing claims to the label.  
Product Name: Proven Insect Repellent Lotion  
EPA Registration Number: 93332-1  
Application Date: September 16, 2019  
Decision Number: 555775

Dear Ms. Van Lent:

The amended label referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable. This approval does not affect any conditions that were previously imposed on this registration. You continue to be subject to existing conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one copy of the final printed labeling before you release the product for shipment with the new labeling. In accordance with 40 CFR 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. “To distribute or sell” is defined under FIFRA section 2(gg) and its implementing regulation at 40 CFR 152.3.

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 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) list 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.

Your release for shipment of the product constitutes acceptance of these conditions. If these conditions are not complied with, the registration will be subject to cancellation in accordance

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with FIFRA section 6. If you have any questions, please contact Jennifer Gaines by phone at (202) 566-2685, or via email at [gaines.jennifer@epa.gov](mailto:gaines.jennifer@epa.gov).

Sincerely,

A handwritten signature in black ink, appearing to read "Elizabeth Fertich". The signature is cursive and somewhat stylized.

Elizabeth Fertich  
Product Manager 4  
Invertebrate-Vertebrate Branch 1  
Registration Division  
Office of Pesticide Programs

Enclosure: Stamped Label

(Note to Reviewer: [bracketed text] is optional or alternate wording; (parenthetical text) is informational.)

## Proven® Insect Repellent Lotion

\*Name Proven: Proven, as a brand name, confirms that all tick, Mosquito and other listed insect related claims made on this label are proven to be true.

- 14 hour mosquito and tick repellent lotion
- Repels mosquitoes and ticks for up to 14 hours
- REPELS MOSQUITOES, TICKS, BLACK FLIES & LISTED INSECTS
- Gentle Scent
- Odorless
- EFFECTIVE INSECT REPELLENT
- Trust PROVEN® for effective protection from mosquitoes, ticks and listed insects so you can enjoy the outdoors worry-free.
- FAMILY CARE: Use with confidence on the whole family
- PROVEN® uses Saltidin®, a patented ingredient
- LONG-LASTING: 14-hour effective protection from ticks and mosquitoes.
- Repels biting flies, stable flies, black flies, gnats, chiggers, sand flies and Scottish biting midges (No-see-ums) for up to 8 hours.
- Insect-borne diseases: Effective protection from mosquitoes that may transmit Zika, Dengue, West Nile Virus, and Chikungunya, and ticks carrying Lyme disease and tick-borne encephalitis.
- Made in the USA - Germany
- Saltidin® is a registered trademark of Saltigo GmbH.
- Non-Greasy
- With Aloe Vera
- Moisturizes [your] skin



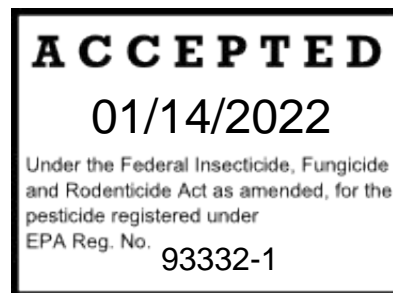
### ACTIVE INGREDIENT:

Picaridin\*\* 20%

OTHER INGREDIENTS 80%

TOTAL 100%

\*\*Brand SALTIDIN®



KEEP OUT OF REACH OF CHILDREN

### WARNING

NET WT. 2 fl oz (60ml) [6 fl oz (177 ml)] [8 fl oz (235 ml)] [4 fl oz (118 ml)][16 fl oz (470 ml)][32 fl oz (945 ml)]

Melrose Holdings LLC, PO Box 40066, Overland Park, KS 66204 USA

For questions: info@ProvenRepellent.com

EPA Registration No. 93332-1

### PRECAUTIONARY STATEMENTS

**HAZARDS TO HUMANS.** WARNING. Causes substantial but temporary eye injury. Do not get in eyes or clothing. Wash thoroughly with soap and water after handling, and before eating, drinking, chewing gum, using tobacco or using the toilet. Discontinue use and consult a doctor if irritation or rash occurs.

**FIRST AID:** If in eyes: Hold eye open and rinse with water for 15-20 minutes. Remove contact lenses, after the first 5 minutes, then continue rinsing. Call a poison control center or doctor for treatment advice. If swallowed: Call a doctor or poison control center immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless advised by a Poison Control Center or a doctor. Do not give anything to an unconscious person. Have the container or label with you when calling a poison control center or doctor or going for treatment. You may also contact 800-410-3063 for emergency medical information

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

STOP - Read this entire label before use

Apply evenly to skin in a thin layer. Do not exceed two applications per day. Avoid contact with eyes, lips, cuts, wounds, irritated or excessively sunburned skin. Do not apply under clothing. Apply on face by first spreading small amounts in palms of hands and

spreading on face and neck, avoiding your eyes. Apply sparingly around ears. Do not apply to the hands of small children. When using on children, apply to your hands and then apply to the child. Do not apply to their hands. To apply to a child's face and neck, apply the product into your hands and apply to the child. Take care to avoid mouth and eyes and apply sparingly around ears. Do not allow children to handle the product. Use of this product does not eliminate all risk of contracting a mosquito or tick-borne illness.

**STORAGE AND DISPOSAL** Pesticide Storage: Store in a cool, dry place out of the reach of children. Keep away from heat, sparks and open flame. Pesticide Disposal and Container Handling: Non-refillable container. Do not reuse or refill this container. If empty: Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency or 800.526.9377 for disposal instructions. Never place unused product down any indoor or outdoor drain.

Notice: To the extent consistent with applicable law, buyer assumes all responsibility for safety and use not in accordance with directions;

(Other marketing claims:)

- Long-lasting Insect repellent for up to 8 hours
- Gender Neutral Fragrance with a light hint of rosemary, lavender and coriander.
- Clean, fresh scent [or fragrance name]
- Fresh fragrance
- A clean, fresh scent your whole family will enjoy
- Odorless
- Odorless, to enjoy the scent of nature
- No Fragrance
- Fragrance free
- Twin-Pack
- Buy one get one Free
- Take [Bring] Proven everywhere in your [purse] [sport bag] [tackle box] [tent] [backpack] [beach bag] [boat] [summer cabin] [first-aid kit]
- For use at home or [on the go] [on a picnic] [picnicking] [camping] [at sporting events] [boating] [fishing] [hiking] [while] [gardening] [playing] [being outside] [hunting] [Taking a walk]
- Won't Damage Fishing Lines, Plastics or other Synthetic Materials
- It works; Does not damage plastic;
- Not oily, greasy or sticky
- Contains Bayrepel™;
- Repels listed insects; biting flies, stable flies, gnats, chiggers, sand flies and Scottish biting midges [no-see-ums] for up to 8 hours;
- It smells great, too; Not oily, greasy or sticky;
- Up to 8 hours worry-free protection against listed insects;
- Repels listed Insects for up to 8 hours & Mosquitoes and Ticks for up to 14 hours;
- And your family will want to use it too;
- Don't use or store at temperatures over 122F°;
- Repels mosquitoes for up to 14 hours;
- Repels ticks for up to 14 hours;
- Repels mosquitoes and ticks for up to 14 hours
- Leak-proof
- Our name is our promise
- Worry-free outdoor enjoyment
- For your active lifestyle
- Protection you don't feel
- Sports [Active] formula
- On-the-go protection



- Proven protection against mosquitoes
- [Proven] [Effective] Protection for up to 14 hours from mosquitoes [that may carry West Nile Virus] [that may carry Zika] [that may carry Dengue]
- Proven shield for up to 14 hours against mosquitoes
- Up to 14 hours of proven [effective] protection from mosquitoes [that may carry West Nile Virus] [that may carry Zika] [that may carry Dengue]
- Gear safe
- Repels ticks for up to 14 hours including ticks that transmit Lyme disease
- Easy application
- TSA approved travel size
- Pocket size
- Odorless repels listed bugs, not people
- For use by any worker exposed to listed insects, when used as directed
- Outdoor 14 hour protection
- Suitable for the whole family
- FAMILY CARE: [proven] protection for the [entire][whole] family
- Long-lasting [repellency][protection] against mosquitoes and ticks for up to 14 hours
- The [right] [proven] protection for your family
- Suitable for use on your skin, face, scalp, bald heads, when used as directed
- Paraben free
- Everyday [formula][use]
- Repellent for protection against mosquitoes and ticks for up to 14 hours
- Scientifically tested to [last][protect] up to 14 hours
- Water based
- Insect repellent skin lotion

