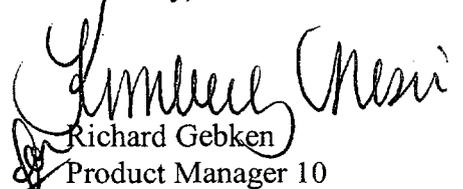


The Agency is in the process of developing and improving the current Efficacy Assessment Guidelines for repellent products. The Agency intends to defer the determination of any related efficacy data requirements supporting the claims that may appear on this label until these Efficacy Assessment Guidelines are complete. When the guidelines are finalized, the Agency expects to issue a Data Call-In to address the revised guidelines to all registrants with registrations for personal repellent products that have not previously submitted efficacy data sufficiently consistent with the revised guidelines.

In addition, should you wish to add/retain a reference to the company's website on your label, 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) 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 Assurance. As an alternative, you may refer consumers to the company's phone number or email address.

If you have any questions, you may contact Carmen Rodia, at (703) 306-0237. Two (2) copies of the finished labeling must be submitted prior to releasing the product for shipment.

Sincerely,


Richard Gebken
Product Manager 10
Insecticide Branch
Registration Division (7505C)

Enclosure: Label Stamped as "Accepted"

Master Label

Base Name:
Repel 27

INSECT REPELLENT

(either in name or stated separately)

Keep Out of Reach of Children

CAUTION: See back panel for precautions.

ACTIVE INGREDIENTS:

DEET 27.0%

OTHER INGREDIENTS: 73.0%

TOTAL 100.0%

This product contains petroleum distillates.

Net Weight oz (gm)

Back labeling

DIRECTIONS FOR USE:

It is a violation of Federal Law to use this product in a manner inconsistent with its labeling. **Read and follow all directions and precautions on this product label.**

Hold container 6 to 8 inches from skin or clothing and spray with a slow sweeping motion. Do not spray in enclosed areas. Use just enough repellent to cover exposed skin and/or clothing. Do not use under clothing. Do not spray directly on face. If used on the face, spray on hands first then apply sparingly to face and ears. Do not apply near eyes and mouth. Avoid over-application. Do not apply over cuts, wounds or irritated skin. Do not allow children to handle this product. When using on children, apply to your own hands and then put it on the child. Do not apply to children's hands.

- ❖ Works on clothing too: Spray shirts, pants, and hats. For ticks, chiggers and fleas apply to tops of socks and around openings of outer clothing.

After returning indoors, wash treated skin with soap and water. Wash treated clothing before wearing it again.

STORAGE AND DISPOSAL:

PESTICIDE STORAGE; store in a cool, dry place, out of reach of children.

CONTAINER DISPOSAL; Do not Puncture or Incinerate! **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain

HAZARD TO HUMANS AND DOMESTIC ANIMALS

CAUTION: Harmful if swallowed. Use of this product may cause skin reactions in rare cases. Wash hands before eating, drinking, chewing gum, using tobacco or using the toilet.

FIRST AID

IF SWALLOWED:

- Immediately call a poison control center or doctor.
- Do not induce vomiting unless told to do so by a poison control center or doctor.
- Do not give **any** liquid to the person.
- Do not give anything by mouth to an unconscious person.

If you suspect a reaction to this product:

- Discontinue use;
- Take off contaminated clothing;
- Rinse skin immediately with plenty of water for 15-20 minutes;
- Call a poison control center or doctor for treatment advice.

Have the product container with you when calling a poison control center or doctor, or going for treatment. For additional information in case of emergency call toll free 1-800-255-3924.

PHYSICAL AND CHEMICAL HAZARDS:

FLAMMABLE - Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

- ❖ Do not apply to synthetic fabrics such as acetate, rayon or spandex. Will not damage cotton, wool and nylon. May damage furniture finishes, leather, plastics, painted and varnished surfaces including watch crystals, guns, bows and automobiles.

Made in the U.S.A.

Manufactured for:
WPC Brands, Inc.

PO Box 4406
Bridgeton, MO 63044

ACCEPTED
with COMMENTS
In EPA Letter Dated

9-4-08
Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No.

Questions or Comments? **305-52**
Call 1-800-558-6614 www.wpcbrands.com
EPA Reg. No. 305-52 EPA Est. No. 9688-MO-1

PRECAUTIONARY STATEMENTS:

4/4

Master Label

Optional marketing claims:

- ❖ 27% DEET
- ❖ Repels: mosquitoes, ticks, biting flies, gnats, fleas & chiggers
- ❖ Hours of effective ((un)scented) protection from mosquitoes, ticks, black flies, gnats, chiggers, no-see-ums, sand flies, deer flies, fleas, biting flies and other biting insects.
- ❖ The long-lasting, non-greasy formula provides exceptional effective protection.
- ❖ Non greasy and resists perspiration
- ❖ Developed especially for campers, backpackers, fisherman, hunters, golfers, bikers, hikers, joggers, ball players and active outdoor enthusiasts.
- ❖ Effective, long lasting ((un)scented) protection
- ❖ (Un)Scented protection

Key

- ❖ Optional text/information may or may not be on label.
(Optional text) – May be left out of text, used in place of preceding text or in conjunction with preceding text.
(Italicized) – for informational purposes only.