

4822-167

03-08-2011

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460-0001

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

March 8, 2011

Ms. Jean M. Fugate,  
Registration Specialist II  
S.C. Johnson & Son, Inc.  
1525 Howe Street  
Racine, WI 53403-2236

**Subject: Amended Labeling; New Optional Marketing Statements  
OFF!® INSECT REPELLENT FORMULA V, EPA Reg. No. 4822-167  
Your Submission Dated January 12, 2011**

Dear Ms. Fugate:

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide and Rodenticide Act, as amended, is acceptable with the following label revision provision(s):

General Statement:

1. The marketing claim listed on page 2 of 4 which reads "New can design" can only be used for a time period not to exceed six (6) months following the date of this letter. **Specifically, this claim cannot be used after November 8, 2011.**

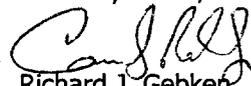
Optional Marketing Claims section comment(s):

2. Revise the statement "The dry powerful spray penetrates deep into cracks and crevices to drive roaches out to die." to read "The dry spray penetrates deep into cracks and crevices to kill roaches." If left the way it was, this statement is false and misleading to the consumer since it implies heightened efficacy and that it flushed out roaches. This product does not contain any active ingredient which is a flushing agent.

Aerosol and pump spray formulations must be packaged in containers utilizing a concave trigger to help aim product or other comparable mechanism that will ensure that the product will not be inadvertently sprayed in the eyes. In addition, since current labels on DEET repellent products tend to dissolve from contact with the repellent (usually liquids), all DEET product labels must use materials that remain permanent and readable for the reasonable life of the product.

A copy of your label stamped "Accepted with Comments" is enclosed for your records. Please submit two (2) copies of the final printed labeling, incorporating the above changes, before releasing the product for shipment. If these conditions are not complied with, the registration will be subject to cancellation in accordance with section 6(e) of FIFRA. Your release for shipment of the product bearing amended labeling constitutes accepting of these conditions. If you have any questions about this label review, please contact Mr. Carmen J. Rodia, Jr. at (703) 306-0327 or via e-mail at [Rodia.Carmen@epa.gov](mailto:Rodia.Carmen@epa.gov).

Sincerely Yours,

*for*   
Richard J. Gebken  
Product Manager (10)  
Insecticide Branch  
Registration Division (7504P)

Enclosure: Label stamped "Accepted with Comments"  
004822-00167 D445690

OFF! INSECT REPELLENT FORMULA V [EPA base file name]  
OFF! Deep Woods Insect Repellent V [alternate brand name, 4-18-97]

- SC Johnson A Family Company
- **25% DEET**
- Unscented
- LONG LASTING PROTECTION from mosquitoes, ticks (including ticks that may cause Lyme disease), biting flies, gnats and chiggers
- Keeps bugs off!®
- BUG-OFF
- (OFF!) Family Pack
- Always carry [product name]
- (Travel) (Sample) size
- Contains DEET (N,N-Diethyl-meta-toluamide)
- Proven protection against mosquitoes
- Mosquito protection (for up to 8 hours) **(that you can feel confident will last up to 8 hours)**
- Repels mosquitoes (for up to 8 hours)
- x% (MORE) (FREE)
- (Bonus) (Value) Size
- x (oz) (ounces) at the (same) x (oz) (ounce) price
- x (oz) (ounces) for the (same) price of x (oz) (ounces)

ACCEPTED  
With COMMENTS  
In EPA Letter Dated:  
*March 8, 2011*  
Under the Federal Insecticide, Fungicide  
and Rodenticide Act, As amended, for the  
pesticide Registered under EPA Reg. No:  
4822-167

**\*\*Note to reviewer: In the claims directly above x is used to represent any number between 1 and 100\*\***

- Repels mosquitoes that may carry West Nile Virus
- Repels mosquitoes that may carry (St. Louis) (Eastern equine) (Western equine) (LaCrosse) (Cache Valley) encephalitis (for up to 8 hours)
- Repels ticks that may carry (Lyme disease) (Rocky Mountain Spotted Fever) (Tick Paralysis) (Ehrlichiosis) (Powassan Encephalitis)
- TICKS-OFF®
- **Up to 8 hours of (effective) mosquito protection**
- (Enjoy) up to 8 hours of protection from (mosquitoes). Also protects against (works on) (repels) (ticks (including ticks that may cause Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- (Protects against) (Fights off) (Repels) (Works on) (mosquitoes) (ticks (including ticks that cause Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- Lasts (for) up to 8 hours against mosquitoes
- Stay protected for up to 8 hours (from mosquitoes that may carry West Nile Virus)
- Maximum protection (keeps working) (for) up to 8 hours against mosquitoes
- (Proven) (Effective) Protection (you can count on for up to 8 hours) (from mosquitoes that may carry West Nile Virus)
- (Delivers) (Powerful) protection (keeps working) for up to 8 hours against mosquitoes
- Proven shield for up to 8 hours against mosquitoes (against mosquitoes that may carry West Nile Virus)



[Note to reviewer: Boxed format or bullets may be used in First Aid section if label space permits]

#### FIRST AID

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

If in eyes: Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control center or doctor for treatment advice.

If swallowed: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.

If you suspect a reaction to this product, discontinue use, wash treated skin, and call your local poison control center.

**PHYSICAL & CHEMICAL HAZARDS - FLAMMABLE:** Contents under pressure. Keep away from heat, sparks, and open flame. Do not puncture or incinerate container. Exposure to temperatures above 120° F may cause bursting. Do not expose treated surfaces near fire or flame until dry.

#### 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 apply over cuts, wounds, irritated or sunburned skin. Do not spray in enclosed areas. Use just enough repellent to cover exposed skin and/or clothing. Avoid over-application of this product. Frequent reapplication and saturation are unnecessary. Do not allow children to handle this product. Do not apply to children's hands. When using on children, apply to your own hands and then put it on the child. After returning indoors, wash treated skin with soap and water. Spread evenly with hands to moisten all exposed skin.

**TO APPLY TO FACE:** Spray palm of hand first and then apply sparingly and avoid eyes. Do not spray directly onto face. Do not apply near eyes and mouth. Apply sparingly around ears.

**WORKS ON OUTER SURFACES OF CLOTHING:** Do not use under clothing. Spray shirts, pants, socks, and hats. For ticks and chiggers also spray cuffs, socks and around other openings in outer clothing. Will not damage cotton, wool, or nylon. Do not apply on or near: acetate, rayon, spandex or other synthetics (other than nylon), furniture, plastics, watch crystals, leather and painted or varnished surfaces including automobiles.

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**STORAGE AND DISPOSAL**

**STORAGE:** Store in a cool, dry place away from heat, sparks and open flame.

**DISPOSAL:** Do not puncture or incinerate! If empty: This container may be recycled in the few but growing number of communities where aerosol can recycling is available. Before offering for recycling, empty the container by using the product according to the label. If recycling is not available, place in trash.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.



*(Note to reviewer: The STEEL recycle symbol might be used on final printed label if space allows.)*

(Contains no CFCs or other ozone depleting substances. Federal regulations prohibit CFC propellants in aerosols [or corresponding graphic below].)



Questions? Comments? Call 800-558-5252 or write Helen Johnson (Sold by:) © 2009 S. C. Johnson & Son, Inc., Racine, WI 53403-2236 U.S.A. All Rights Reserved

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EPA Est. No. 4822-XX-X