

US EPA ARCHIVE DOCUMENT

# INSECT REPELLENCY MARK

## EPA VOLUNTARY PROGRAM

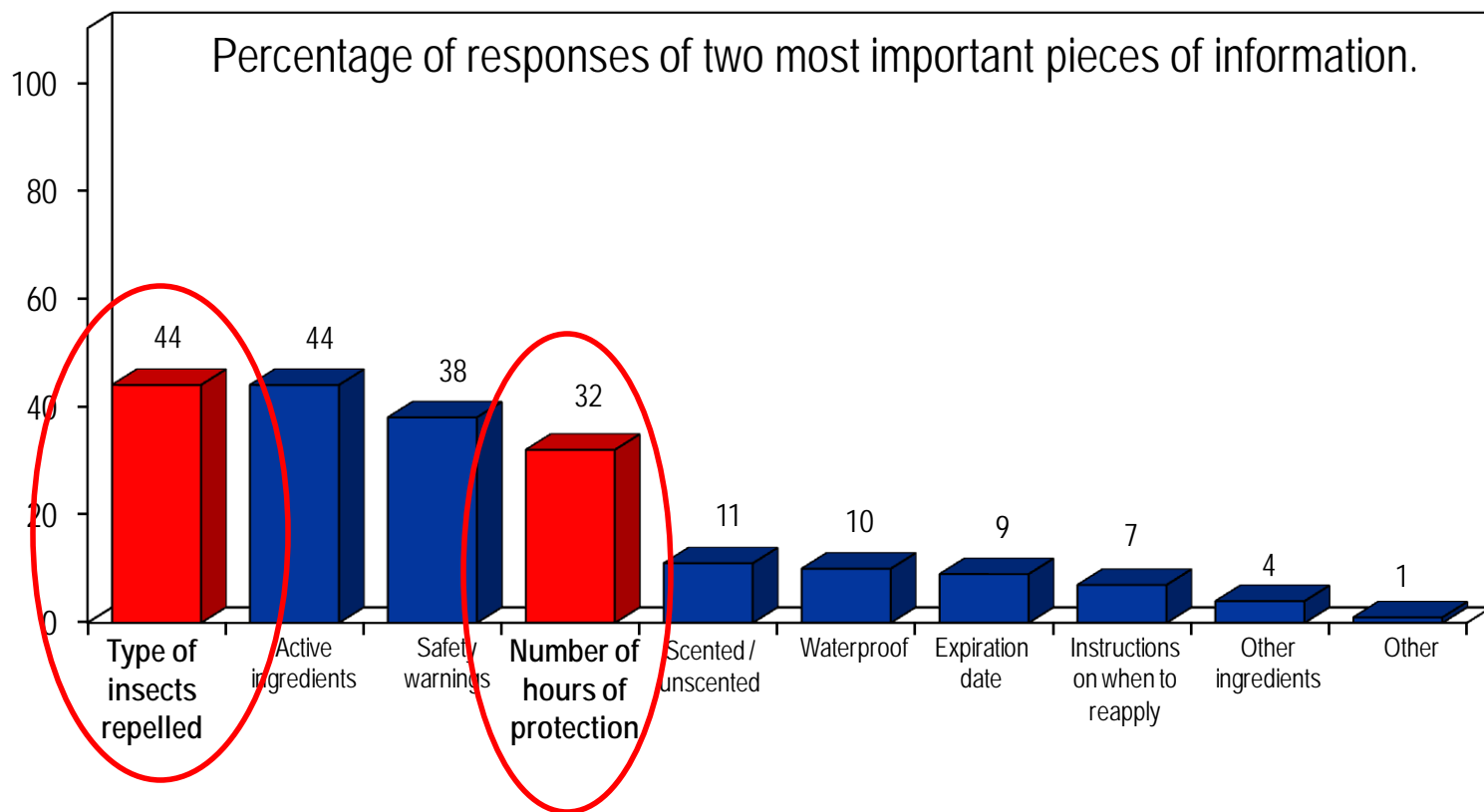
### UNDER DEVELOPMENT

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Rose Kyprianou  
Office of Pesticide Programs  
Environmental Protection Agency

PPDC Briefing  
May 3, 2012

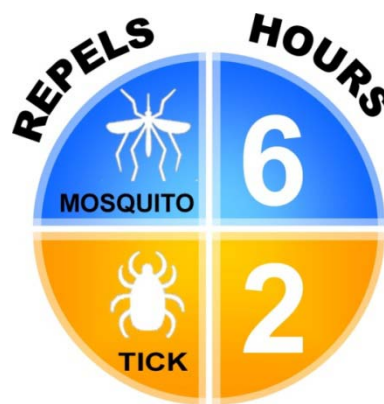
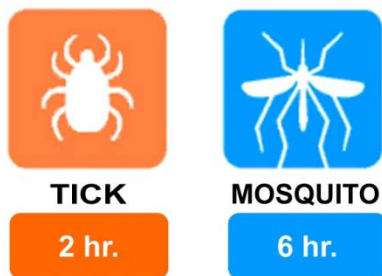
# What do Consumers Look for on Labels of Skin-Applied Insect Repellents?



- Full survey results available at:  
<http://www.epa.gov/pesticides/insect/repellent-consumer-survey.html>

# What is the Insect Repellency Mark?

- An efficacy mark for skin-applied insect repellents
- Standardized graphic that clearly informs consumers of pests repelled and duration
- Example graphics:



# Basic Approach for Repellency Mark

- Voluntary program, applicant-driven
- Company applies to use the mark
- OPP will develop guiding criteria
- Program launch - early 2013



# Conclusions

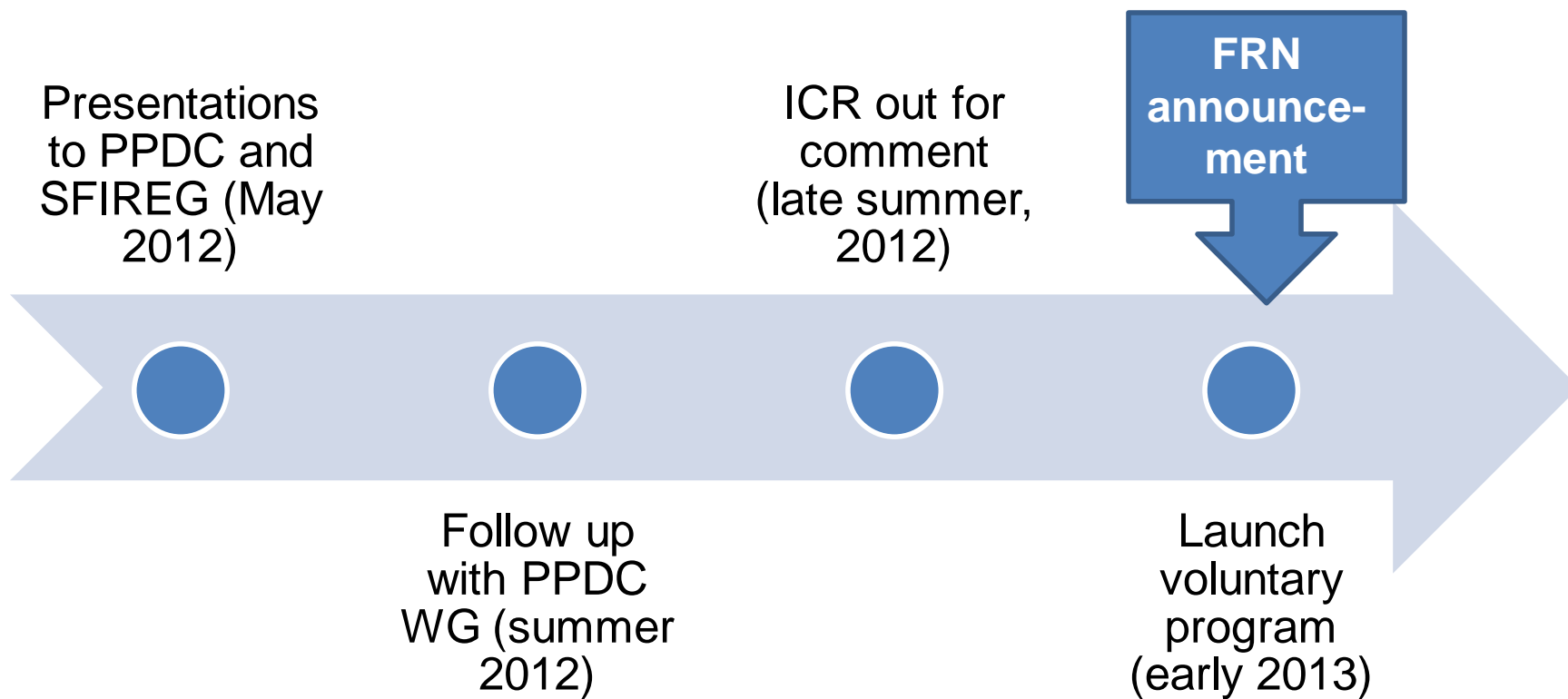
- Improves public health protection
- Important to consumers
- May benefit companies in marketing their products



# Additional Slides

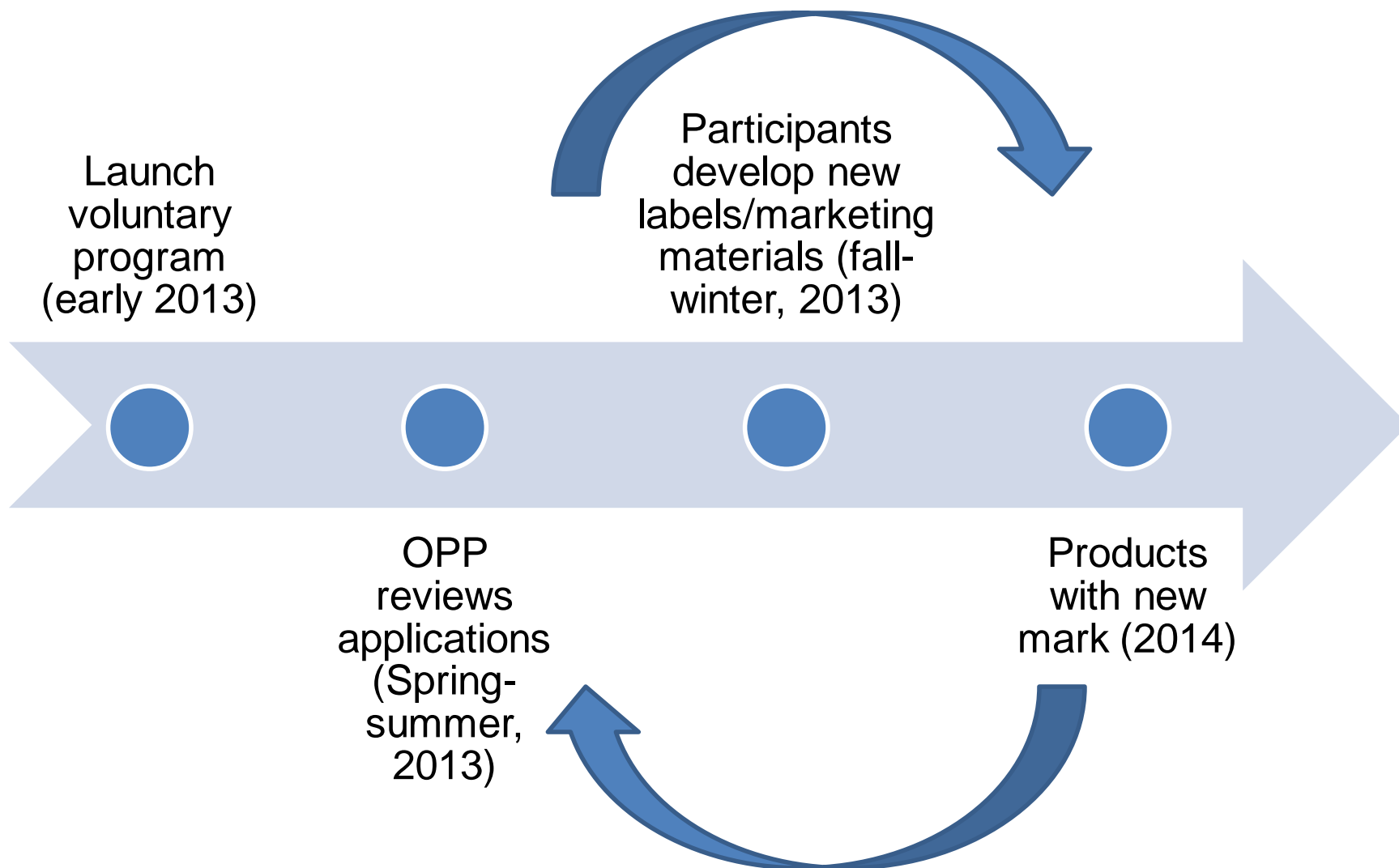
- Slides that follow can be used to answer questions if asked.

# Program Development – Pre-Launch



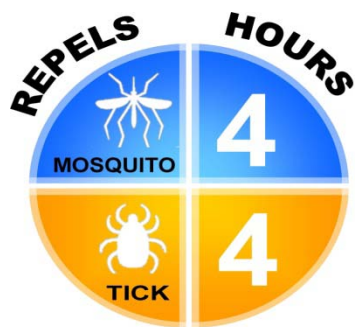


# Program Development – After Launch

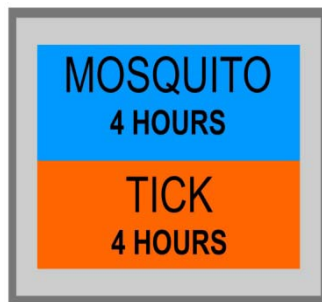


# Example Marks

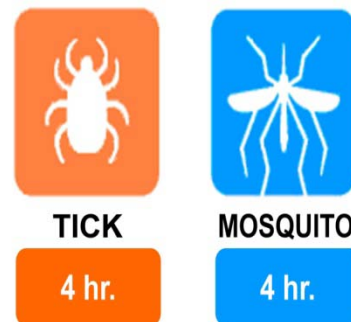
These graphics were tested out in the national consumer survey:



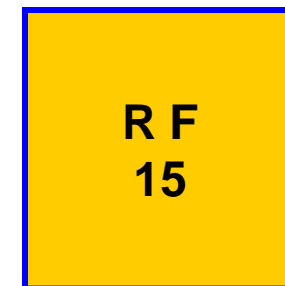
**CIRCLE**



**SQUARE**



**BUGS**



**RF FACTOR**