

US EPA ARCHIVE DOCUMENT

Background Document on the Insect Repellency Mark for the May 3, 2012 PPDC Meeting (Session V)

Background

The Office of Pesticide Programs (OPP) will outline a voluntary program on skin-applied insect repellents that is under development. This program would permit a standardized "Insect Repellency Mark" on product labels, which would clearly indicate how long the product would repel ticks and/or mosquitoes. This program has the potential to improve public health protection, add information to the label that is important to consumers, and provide marketing benefits to companies.

What has EPA done on this topic?

EPA conducted focus groups and a national online consumer survey to better understand consumer behaviors and needs regarding skin-applied insect repellents, and to test out various graphics that could be used on products. The results are helping to inform our future decisions and policies affecting labeling of skin-applied insect repellents. See the side bar for more information on the consumer survey that was conducted. EPA is developing guidance on criteria that would be appropriate and will make this available at the time of the program launch.

What is the purpose of this mark?

Consumers expressed interest in wanting clear information on type of insects repelled and number of hours of protection on product labels. Providing this information in a clear, easy-to-find way will relay important information that may help consumers make informed choices on how to protect themselves and family members from pests that may carry vector-borne diseases.

Will there be an opportunity for stakeholder input before the launch of this program?

EPA will provide opportunity for input as the program is being developed. Presenting at the PPDC and possibly following up with discussion in one of the PPDC work groups is one way EPA intends to seek out stakeholder input.

How will products get this mark?

Product owners would submit an application with efficacy data which OPP concludes meets the criteria and supports the repellency claims of the proposed mark.

When will this program be launched and how will I know?

EPA intends to announce the launch the program in early 2013 through a Federal Register notice.

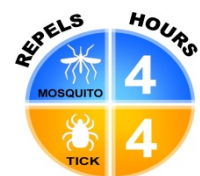
Consumer Survey Results

OPP conducted a national survey in 2011 about insect repellents to better understand how we might improve label information for these consumer products. We also wanted to get a better idea of consumers' understanding and preferences for various graphics that would explain at a glance how long a product will repel mosquitoes and ticks after the product is applied.

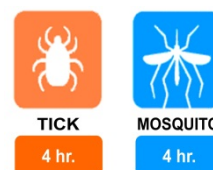
A web page describing what we learned from the survey along with the full results is available at:

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

The following graphics were the top rated marks tested in the survey:



Circle



Bugs