

US EPA ARCHIVE DOCUMENT

INSECT REPELLENCY MARK

EPA VOLUNTARY PROGRAM

UNDER DEVELOPMENT

Rose Kyprianou
Office of Pesticide Programs
Environmental Protection Agency

PPDC Briefing
Nov 29, 2012

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:



Why Is this Important?

- Public Health
- Communication that the public will understand
- Clarity to labels
- Consistency in presentation and use of data

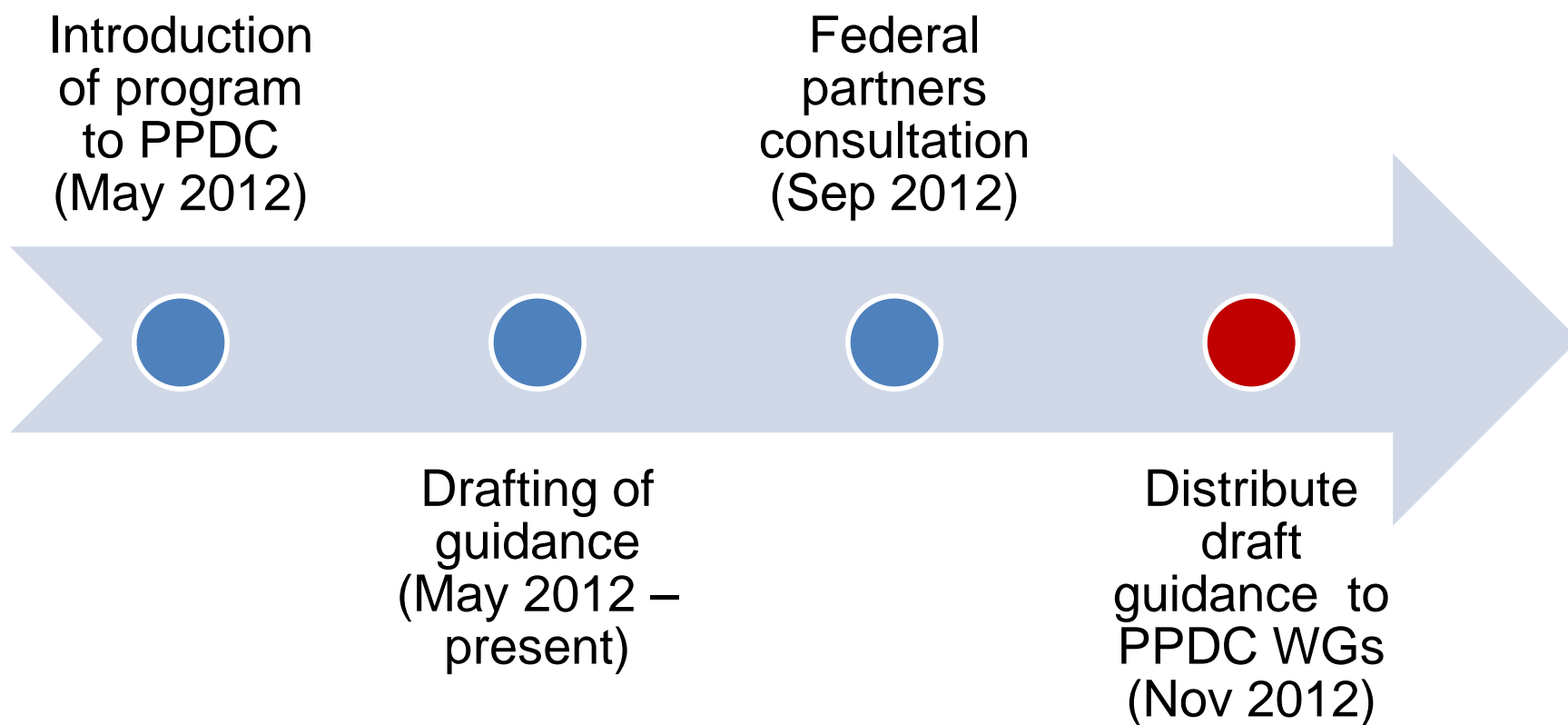


Overview of Draft Guidance

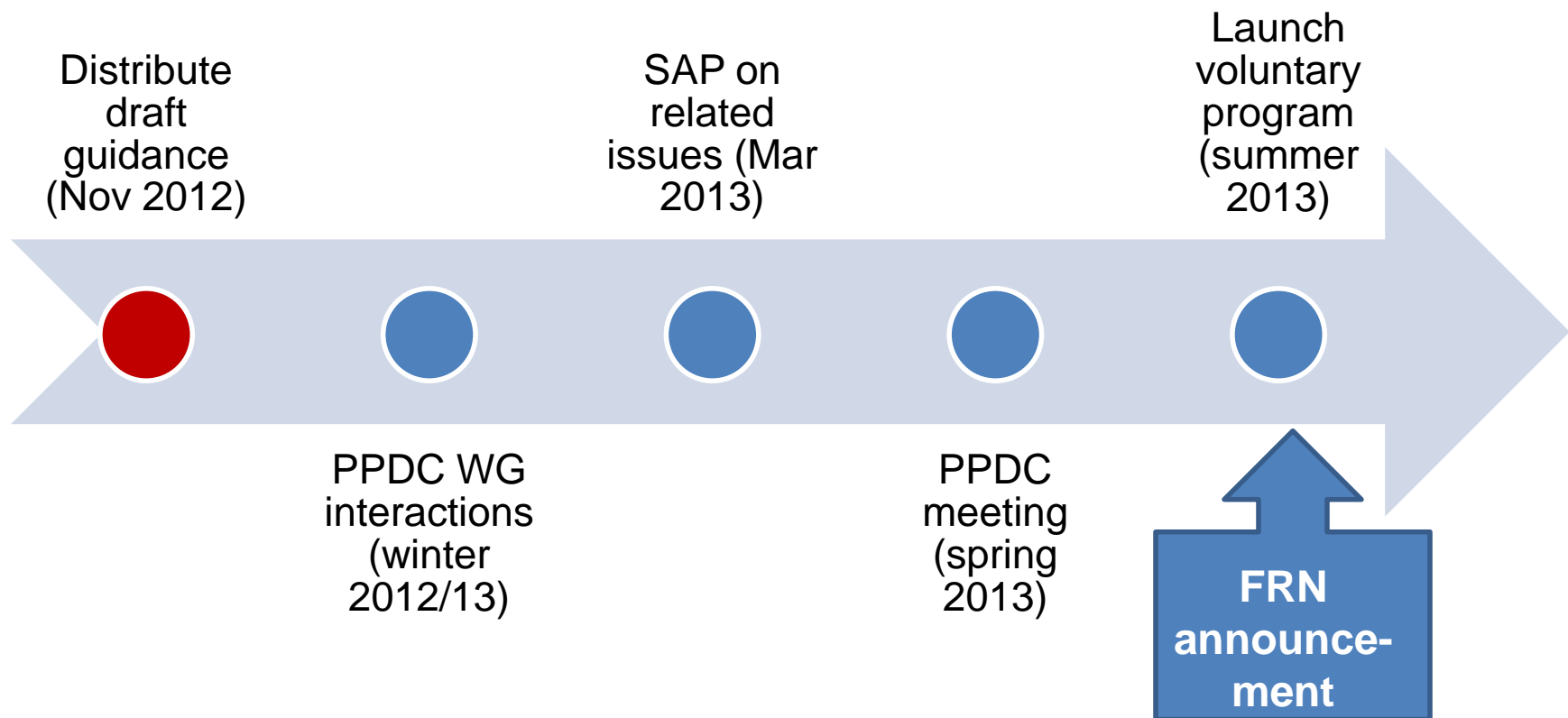
- Draft guidance for new and currently registered products
- Recommended criteria for how calculate hours of protection displayed on the mark
- Implementation – how to obtain the mark
- Guidelines for use of the mark on a label and in marketing materials



Program Development – Pre-Launch



Program Development – Pre-Launch



PPDC Workgroup Process

- Share draft of guidance with PPDC workgroups
 - Comparative Safety Statements
 - Public Health
- Conference calls over next few months
- Receive written comments in January
- Report back to full PPDC in spring