US ERA ARCHIVE DOCUMENT

INSECT REPELLENCY MARK

EPA VOLUNTARY PROGRAM UNDER DEVELOPMENT

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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Overview of Draft Guidance

- Draft guidance for new and currently registered products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

Introduction of program to PPDC (May 2012) Federal partners consultation (Sep 2012)









Drafting of guidance (May 2012 – present) Distribute draft guidance to PPDC WGs (Nov 2012)

Program Development – Pre-Launch

Distribute draft guidance (Nov 2012) SAP on related issues (Mar 2013) Launch voluntary program (summer 2013)











PPDC WG interactions (winter 2012/13)

PPDC meeting (spring 2013)

FRN announce-ment

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