REPELLENCY AWARENESS GRAPHIC

Informational Presentation for EPA’s Human Studies Review Board
April 9, 2014

Rose Kyprianou, Field and External Affairs Division
Kelly Sherman, Immediate Office
Office of Pesticide Programs
What is the Repellency Awareness Graphic?

A voluntary EPA effort to:

- encourage standardized product labeling of skin-applied insect repellents through use of a graphic, and
- clearly communicate to consumers the estimated number of hours mosquitoes and/or ticks are repelled by a product when used as directed.
Graphic

- Three versions of the graphic will be available to voluntarily use on a product label
  - A graphic with mosquito and tick information together
  - Or graphics with only mosquito information or only tick information
How Will It Work?

- For skin-applied insect repellents only
- Graphical claim will be part of the product’s approved registration and labeling
- Companies must voluntarily apply – through new or amended registration application
How Will It Work?

• Producers submit/cite data with the following qualities:
  • Following current test guidelines or using an equivalent standard
  • Using multiple studies to inform the label claim for the pest group
    • Ticks: specific representative test species
    • Mosquitoes: two field studies

• Data will undergo consistent analysis:
  • Median will be used to calculate Complete Protection Time (CPT)
  • EPA will develop criteria for determining the number(s) shown in the repellency awareness graphic
    • E.g., how to deal with multiple data sets, how to round a number, minimum CPT needed to use the graphic
Why Is This Effort Important?

• Assists public health protection
  • Improves consumers’ knowledge about how to protect themselves against vector borne disease, like West Nile virus and Lyme disease

• Represents a more rigorous standard of data generation and analysis
  • Increases EPA’s and consumers’ confidence in the efficacy claims on labels

• Provides consistency

• Enhances public health information and improves the clarity of pesticide product labeling
Relevance to the HSRB

• Current guidelines for testing the efficacy of skin-applied repellents recommend intentional exposure studies with human subjects, which are subject to HSRB review

• EPA published guidance regarding the repellency awareness graphic and invited public comment last November

• If companies want to use the graphic, they may need to conduct new repellent efficacy studies

• Possibility of a fairly large work load for EPA and HSRB

• Some public comments expressed interest in exploring ways to streamline the HSRB review process
Next Steps

• Public comment period ended on March 6, 2014

• EPA is reviewing comments and encouraging companies interested in the graphic to contact us

• We could hear later this year from companies wanting to move forward to conduct research to obtain the repellency awareness graphic