

**MASTER LABEL**

**REPEL<sup>®</sup> Essential  
Insect Repellent Lotion**

**Effective Repellent for the Whole Family**

KEEP OUT OF REACH OF CHILDREN

WARNING:

See back panel for precautions and first aid statements.

**ACTIVE INGREDIENTS:**

Oil of Lemon Eucalyptus\* ..... 30.0 %

OTHER INGREDIENTS ..... 70.0 %

TOTAL ..... 100.0 %

\*Approx. 65% *p*-menthane-3,8-diol

Net wt. X oz. (XX g)

Back Labeling

**Directions for Use:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **Read and follow all directions and precautions on this product label.**

*(One of the following directions for use is required based on the formulation type/packaging.)*

*(1. Lotion/Cream formulations, ex. squeeze tube)*

To repel insects, apply a smooth even layer on exposed skin areas. Reapply once as needed. Do not apply more than twice per day.

*(2. Spray-able Lotion, example spritzer)*

(SHAKE WELL BEFORE USE.) To repel insects, spray on exposed skin, spread evenly with hands after application. Do not spray in enclosed areas. If used on the face, spray on palms of hands first and then apply sparingly, avoiding eyes and mouth. Do not spray directly onto face. (Use on clothing may cause discoloration.) Reapply once as needed. Do not apply more than twice per day.

**STORAGE AND DISPOSAL:** Store in a cool, dry place. If empty: Do not reuse this container. Place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency or (1-800-CLEANUP) for disposal instructions. Never place unused product down any indoor or outdoor drain.

**Precautionary Statements: Hazard to Humans.**

**WARNING:** Causes substantial but temporary eye injury. Do not get in eyes. Wash hands thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. After returning from outdoors, wash product from all exposed skin. Do not allow children to apply this product to themselves. Do not apply to the hands of children. Do not use on children under the age of three years. May cause skin reactions for some people. Discontinue if irritation or rash appears. Do not apply over cuts, wounds or irritated skin.

**FIRST AID**

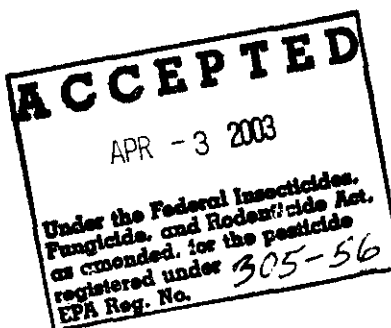
**If in eyes:**

- Hold eye open and rinse slowly and gently with water for 15-20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.

Call a poison control center or doctor for further treatment advice. Have the product with you when calling a poison control center or doctor, or going for treatment.

**Physical or Chemical Hazards:** Combustible. Do not use or store near heat or open flame.

EPA Reg. No.: 305-56 EPA Est. No.: 305-WI-1  
WPC Brands, Inc. Jackson, WI 53037  
For questions or comments? (800) 558-6614  
www.wpcbrands.com



## MASTER LABEL

### The following statements are optional marketing claims

- ❖ REPEL ESSENTIAL (Lotion/Cream) INSECT REPELLENT is made from a renewable resource.
- ❖ Insect Repellent for the (whole or entire) family
- ❖ Proven effective against mosquitoes (and deer ticks)
- ❖ Protection from annoying mosquitoes (and deer ticks)
- ❖ REPELS mosquitoes (and deer ticks)
- ❖ Repel Essential repels mosquitoes (and deer ticks) for up to six hours.
- ❖ Protects your entire family from mosquitoes (and deer ticks) for up to six hours
- ❖ Developed and tested by the London School of Hygiene and Tropical Medicine
- ❖ Oil of Lemon Eucalyptus is from a renewable source
- ❖ Derived from plant extracts
- ❖ Derived from Lemon Eucalyptus
- ❖ Derived from oil obtained from the leaves of the Eucalyptus tree
- ❖ Derived from the Eucalyptus tree
- ❖ Contains plant extracts (of Lemon Eucalyptus)
- ❖ Extracts of Lemon Eucalyptus
- ❖ Contains eucalyptus oil
- ❖ Outdoor protection
- ❖ Clean fresh scent
- ❖ Pleasant scent
- ❖ Not sticky or greasy
- ❖ Plant based (insect repellent)
- ❖ Lotion (cream) formula
- ❖ Survivor
- ❖ Meets the (Survivor) Challenge
- ❖ Gives Mosquitoes and Deer Ticks the Brush-Off
- ❖ Outwit Outplay Outlast The Australian Outback
- ❖ © 2001 Survivor Productions LLC All Rights Reserved. The Survivor logo is a trademark of Survivor Productions LLC. Used under license from CBS Consumer Products. CBS Enterprises a division of CBS Broadcasting Inc.
- ❖ Long Lasting Protection
- ❖ Eucalyptus citriodora tree
- ❖ Other ingredients consist of water, alcohol, emulsifiers and preservatives.
- ❖ Lotion (Spray or Pump) formulation
- ❖ (Spray-able or Pump) Lotion
- ❖ For easy application
- ❖ Provides a smooth even coverage.
- ❖ Insect Repellent Spray Lotion
- ❖ Effective Protection
- ❖ Effective protection against the mosquitoes that may carry the West Nile Virus
- ❖ Protects against mosquitoes that may carry West Nile Virus
- ❖ Repel Works
- ❖ Repel Lemon eucalyptus Insect Repellent Lotion is made from a renewable resource. It is plant-based and derived from oil obtained from the leaves of the Eucalyptus citriodora tree. Repel Lemon Eucalyptus gives you up to 6 hours of protection in a lotion that is not sticky or greasy.

#### Key

*Italicized text is for informational purposes*  
(Optional text) - May be left out of text, used in place of preceding text or in conjunction with preceding text.

- ❖ Optional text/information may or may not be on label

First Aid statements should be in a solid box or presented in an easy to use fashion.