

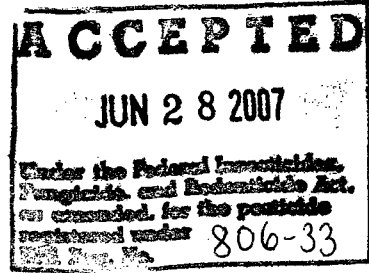
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6-28-2007

1/5

FRONT OF CONTAINER:

AVON  
 SKIN-SO-SOFT  
 S  
 S  
 S  
 BUG GUARD *PLUS*  
 IR3535®  
 EXPEDITION™  
 INSECT REPELLENT  
 SPF 30 SUNSCREEN SPRAY  
 VERY WATER RESISTANT  
 GENTLE BREEZE™



[ALTERNATE BRAND NAME #1:]

AVON  
 SKIN-SO-SOFT  
 S  
 S  
 S  
 IR3535®  
 EXPEDITION™  
 INSECT REPELLENT  
 SPF 30 SUNSCREEN SPRAY  
 VERY WATER RESISTANT  
 GENTLE BREEZE™

[ALTERNATE BRAND NAME#2:]

AVON  
 BUG GUARD *PLUS*  
 IR3535®  
 EXPEDITION™  
 INSECT REPELLENT  
 SPF 30 SUNSCREEN SPRAY  
 VERY WATER RESISTANT  
 GENTLE BREEZE™

KEEP OUT OF REACH OF CHILDREN  
 WARNING  
 See back panel for First Aid

ACTIVE INGREDIENT:  
 3-[N-butyl-N-acetyl]-aminopropionic acid, ethyl ester\* 19.6%  
 OTHER INGREDIENTS: 80.4%  
 TOTAL: 100.0%  
 \*IR3535®

1 FL. OZ. (29.5 ml)  
 2 FL. OZ. (59 ml)  
 4 FL. OZ. (118 ml)  
 6 FL. OZ. (177 ml)  
 8 FL. OZ. (236 ml)

2/5

[Text within brackets is optional and may appear on the back of container label]

**BACK OF CONTAINER:**

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. An adult must apply this product to children under age 10. Do not apply over wounds, freshly shaved or irritated skin. **TO APPLY TO FACE:** Spray palm of hand and rub on, avoiding the eye area. **TO APPLY TO SKIN:** Spray liberally and rub product on evenly before sun and insect exposure. **FOR CONTINUED PROTECTION** from mosquitoes reapply after 8 hours and from gnats, no-seeums, sand flies and biting midges reapply after 6 hours. For sunscreen protection, reapply after towel drying, swimming or sweating. **REAPPLY AS NEEDED, NOT TO EXCEED 3 APPLICATIONS PER DAY.**

**STORAGE AND DISPOSAL**

**STORAGE:** Store in cool, dry place away from heat or flame. **DISPOSAL: 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 for disposal instructions. Never place unused product down any indoor or outdoor drain.

**PRECAUTIONARY STATEMENTS: Hazards to Humans. WARNING.** Causes substantial but temporary eye injury. Do not spray on face, clothing or in eyes. Do not rub eyes with fabric that has contacted product or treated skin. Discontinue use and consult a doctor if irritation or rash occurs. Ask a doctor before using on children under 6 months of age. For external use only.

**PHYSICAL OR CHEMICAL HAZARDS:** Flammable. Keep away from heat and open flame.

[Avoid contact with plastics, costume jewelry, leather and synthetic fibers. May damage painted or varnished surfaces, including nail polish.]

**FIRST AID**

If in eyes:	<ul style="list-style-type: none"><li>• Hold eye open and rinse slowly and gently with water for 15 – 20 minutes.</li><li>• Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye.</li><li>• Call a poison control center or doctor for treatment advice.</li></ul>
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Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-FOR-AVON for emergency medical treatment information.

**ACTIVE SUNSCREEN INGREDIENTS:**

- Octocrylene 10.0%
- Octinoxate 7.5%
- Oxybenzone 6.0%
- Octisalate 5.0%

[**OTHER INGREDIENTS:** SD Alcohol 40-B, Water, Hexylene glycol, Polyurethane copolymer, Fragrance, Aloe barbadensis extract, Tocopheryl acetate (Vitamin E)]

To order, see an Avon Representative, or call 1-800-FOR-AVON. [www.avon.com](http://www.avon.com)  
Not for sale or use after expiration date.

EPA Reg. No. 806-GG EPA Est. No. 806-OH-001  
AVON PRODUCTS, INC., DISTR. 1251 AVE. OF THE AMERICAS, NY, NY 10020  
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Bottom of Container:

Julian Day Lot Code Number  
Exp. Month/ Year

**[Note to reviewer: The following statements, including those within brackets, are optional AND may appear on the product label AND / OR in marketing collateral materials AND the use of punctuation marks for each statement is optional]**

Dual protection from sun and certain insects

Combined sun and insect protection in one product

Light feel, strong protection

SPF 30 Very Water Resistant

Helps prevent sunburn

Higher SPF gives more sunburn protection

Retains SPF after 80 minutes of activity in the water or sweating

PABA-free

U.S. Patent Nos. 6,719,959 and 7,150,878 [and other patents pending]

Contains Vitamin E

[With] Vitamin E

[Contains] IR3535®

IR3535® is a registered trademark of Merck KGaA

IR3535® is chemically similar to  $\beta$ -alanine [, which occurs naturally]

Gentle Breeze™ [scent]

Pleasantly scented

Easy to apply

Sprays at any angle

Light feeling spray

Non-oily

Not oily

Non-greasy

Not greasy

Light feel

Quick drying

Fast drying

For active [family] lifestyles

Suitable for the [entire] [whole] family

[Gentle] [Mild] formula

Gentle and mild formula

Formula does not need to be washed off when returning from the outdoors

Dermatologist tested

Hypoallergenic

Provides the whole family with an effective [broad-spectrum] outdoor insect repellent

Protection for the [entire] [whole] family

Strong protection for the [entire] [whole] family

[Strong] [Dependable] Protection

Effective, dependable protection

Provides strong and dependable [protection] [repellency]

When used as directed, works anytime to prevent mosquitoes from biting

[Repellency -] Avon's exclusive formula [with IR3535®] provides strong and dependable [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

[Repellency -] Patented technology that provides strong and dependable [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

[Repellency -] Provides effective and long-lasting [repellency] [protection] from mosquitoes, gnats, no-seeums, sand flies and biting midges

Exclusive patented enhanced duration technology

Patented time-release technology

Time-release formula

Patented controlled-release technology

Controlled-release formula

3/5

Strong and long-lasting [repellency] [protection] against mosquitoes [up to] [for] 8 hours

Strong [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

Long-lasting [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

Provides hours of [repellency] [protection] from mosquitoes, gnats, no-seeums, sand flies and biting midges

Strong [repellency] [protection] against mosquitoes

Long-lasting [repellency] [protection] against mosquitoes

Prevents mosquitoes from biting [up to 8 hours] [for 8 hours]

Repels mosquitoes [up to] [for] 8 hours

[Creates an] [invisible] [unseen] [hidden] [layer] [barrier] of protection to repel [certain insects] [mosquitoes]

Repels mosquitoes that may [carry] [transmit] West Nile Virus [up to] [for] 8 hours

Repels mosquitoes that may [carry] [transmit] West Nile Virus

Made in the USA