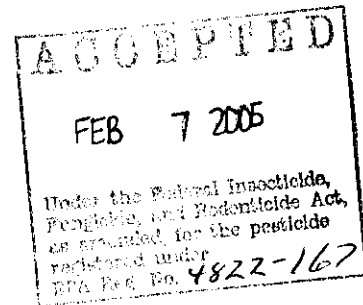


OFF! INSECT REPELLENT FORMULA V [master name]  
 OFF! Deep Woods Insect Repellent V [alternate brand name, 4-18-97]  
 Deep Woods OFF! Insect Repellent V [alternate brand name, 6-21-91]

- Unscented
- LONG LASTING PROTECTION from mosquitoes, ticks (including ticks that cause Lyme disease), biting flies, gnats and chiggers
- Keeps bugs off!®
- (OFF!) Family Pack
- Always carry [product name]
- (Travel) (Sample) size
- Contains DEET (N,N-Diethyl-meta-toluamide)
- Proven protection against mosquitoes
- Mosquito protection (for up to 8 hours)
- Repels mosquitoes (for up to 8 hours)
- x% (MORE) (FREE)
- (Bonus) (Value) Size
- x (oz) (ounces) at the (same) x (oz) (ounce) price
- x (oz) (ounces) for the (same) price of x (oz) (ounces)



**\*\*Note to reviewer:** In the claims directly above x is used to represent any number between 1 and 100\*\*

- Repels mosquitoes that may carry West Nile Virus
- Repels mosquitoes that may carry (St. Louis) (Eastern equine) (Western equine) (LaCrosse) (Japanese) (Cache Valley) (Venezuelan equine) (Murray Valley) encephalitis (for up to 8 hours)
- Repels mosquitoes that may carry (Ross River Fever) (Barmah Forest Disease) (Dengue Fever) (Yellow Fever) (Rift Valley Fever) (for up to 8 hours)
- Repels ticks that may carry (Lyme disease) (Rocky Mountain Spotted Fever) (Tick Paralysis) (Ehrlichiosis) (European Tick Borne Encephalitis) (Powassan Encephalitis)
- Repels black flies that may carry Onchocerciasis
- (Enjoy) up to 8 hours of protection from (mosquitoes). Also protects against (works on) (repels) (ticks (including ticks that cause Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- (Protects against) (Fights off) (Repels) (Works on) (mosquitoes) (ticks (including ticks that cause Lyme disease)) (biting flies) (stable flies) (black flies) (sand flies) (deer flies) (chiggers) (fleas) (gnats) (no-see-ums)
- Lasts for up to 8 hours against mosquitoes
- Stay protected for up to 8 hours (from mosquitoes that may carry West Nile Virus) (from mosquitoes that may carry disease(s))
- Maximum protection (keeps working) (for) up to 8 hours against mosquitoes
- (Proven) (Effective) Protection (you can count on for up to 8 hours) (from mosquitoes that may carry West Nile Virus) (from mosquitoes that may carry disease(s)).
- (Delivers) (Powerful) protection (keeps working) for up to 8 hours against mosquitoes
- Proven shield for up to 8 hours against mosquitoes (against mosquitoes that may carry (West Nile Virus) (disease(s))).
- Fights off (mosquitoes) (mosquitoes that may carry West Nile Virus) for up to 8 hours
- Up to 8 hours of proven protection from mosquitoes (that may carry West Nile Virus)
- Effective protection up to 8 hours from mosquitoes (that may carry West Nile Virus) (that may carry disease(s))

- Enjoy the (outdoors, the great outdoors, backyard, outside, park, woods/forest) with up to 8 hours of protection against mosquitoes
- SPRAYS UPSIDE DOWN TOO!
- Provides long lasting protection from mosquitoes, ticks (including ticks that cause Lyme disease) and biting flies: stable flies, black flies, sand flies, and deer flies.
- Also repels chiggers, fleas, gnats, no-see-ums from treated skin and clothing.
- OFF! Insect Repellent Formula V gives effective protection and is not greasy, won't stain and resists perspiration.
- (OFF!) (Deep Woods) (products) also available in a (pump) (towelette)

ACTIVE INGREDIENT:

DEET..... 25%

INERT INGREDIENTS:.....75%

KEEP OUT OF REACH OF CHILDREN

CAUTION

See Additional Precautions on Back Panel

NET WT.            OZ.

(back panel)

OFF! INSECT REPELLENT FORMULA V

SPRAYS UPSIDE DOWN TOO!

Provides long lasting protection from mosquitoes, ticks (including ticks that cause Lyme disease) and biting flies: stable flies, black flies, sand flies, and deer flies. Also repels chiggers, fleas, gnats, no-see-ums from treated skin and clothing. OFF! Insect Repellent Formula V gives effective protection and is not greasy, won't stain and resists perspiration.

PRECAUTIONARY STATEMENTS

HAZARDS TO HUMANS - CAUTION: Harmful if swallowed. Causes eye irritation. Avoid contact with eyes and lips. May cause skin reaction in rare cases.

*(Note to reviewer: Boxed format or bullets may be used in First Aid section if label space permits)*

FIRST AID

Have the product container or label with you when calling a poison control center or doctor, or going for treatment.

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 treatment advice.

If swallowed: Call a poison control center or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control center or doctor. Do not give anything by mouth to an unconscious person.

Skin: If you or your child react to this product, wash treated skin and call a poison control center or doctor for treatment advice.

**PHYSICAL & CHEMICAL HAZARDS - FLAMMABLE:** Contents under pressure. Do not use near heat, sparks or open flame. Do not puncture or incinerate containers. Exposure to temperatures above 120° F may cause bursting. Keep treated surfaces away from fire or flame until dry.

#### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**Read all directions before using this product.**

Hold container 6 to 8 inches from skin or clothing and spray with a slow sweeping motion. Do not spray in enclosed areas. Do not apply over cuts, wounds, or irritated skin. Do not apply to excessively sunburned or damaged skin. Use sparingly on small children. Do not allow use by small children without close adult supervision. Use just enough repellent to cover exposed skin. Avoid overexposure. Frequent reapplication and saturation are unnecessary for effectiveness. Do not keep product on any longer than necessary. After returning indoors, wash treated skin with soap and water. **FOR MAXIMUM PROTECTION**, spread evenly with hand to moisten all exposed skin. Do not spray directly on face.

**TO APPLY TO FACE:** Spray palm of hand and rub on. Do not apply to eyes and mouth and do not apply to the hands of young children.

**WORKS ON CLOTHING TOO:** Spray shirts, pants, socks, and hats. For ticks and chiggers also spray cuffs, socks and around other openings in outer clothing. Do not apply under clothing.

Use just enough repellent to cover clothing. Wash treated clothing. Will not damage cotton, wool or nylon. **DO NOT APPLY ON OR NEAR: ACETATE, RAYON, SPANDEX OR OTHER SYNTHETICS (OTHER THAN NYLON), FURNITURE, PLASTICS, WATCH CRYSTALS, LEATHER AND PAINTED OR VARNISHED SURFACES INCLUDING AUTOMOBILES.**

**STORAGE:** Store away from heat or flame in an area inaccessible to children.

#### DISPOSAL:

Do not puncture or incinerate!

If empty: This container may be recycled in the few but growing number of communities where aerosol can recycling is available. Before offering for recycling, empty the container by using the product according to the label. If recycling is not available, place in trash.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions.



*(Note to reviewer: The STEEL recycle symbol might be used on final printed label if space allows.)*

(Contains no CFCs or other ozone depleting substances. Federal regulations prohibit CFC propellants in aerosols (or corresponding graphic below).)



Questions? Comments? Call 800-558-5252 Weekdays, 9-9 Eastern Time or write Helen Johnson © 2004 S. C. Johnson & Son, Inc., Racine, WI 53403-2236 U.S.A. All Rights Reserved

EPA Reg. No. 4822-167  
EPA Est. No. 4822-WI-1