

40A6

Geneva [master name]
OFF! Deep Woods Sportsmen Insect Repellent V [alternate brand name 3/16/10]

[Note to reviewer: the following section of bulleted statements and any text in parenthesis are optional language]

- NEW
- (now) with Picaridin
- (now) contains Picaridin
- Repels (annoying) mosquitoes (for (up to) 8 hours)
- Protects against (annoying) mosquitoes (for (up to) 8 hours)
- Long-lasting protection from (annoying) mosquitoes for (up to) 8 hours
- (Proven) protection from (annoying) mosquitoes (for (up to) 8 hours)
- Repels ticks
- Repels ticks including ticks that cause Lyme Disease
- TICKS-OFF®
- Repels Biting Flies
- **Also repels ticks and biting flies**
- Keeps bugs OFF!
- BUG-OFF™
- Non-Greasy (formula)
- Sports formula
- Active formula
- Outdoorsmen formula
- It feels good on the skin, not oily, greasy, or sticky.
- Keeping insects away never felt so good
- Doesn't feel like you have it on
- Your friends won't know you have it on
- You won't know you have it on.
- Leaves a pleasant feeling on skin
- Clean feel
- Dye-free
- For playing and relaxing outdoors
- Won't stain
- Always carry [insert product brand name name]
- Long lasting* (protection) [Note: statement to be qualified with one of the following: (*for up to 8 hours against mosquitoes) (*from mosquitoes for up to 8 hours)]
- Long lasting* on-the-go protection [Note: statement to be qualified with one of the following: (*for up to 8 hours against mosquitoes) (*from mosquitoes for up to 8 hours)]
- For people on-the-go (protection)
- Protection that fits your lifestyle
- Specially formulated for (hunters,) (hunting,) (fishermen,) (fishing,) (hikers,) (hiking,) (campers) (camping) (and) (other outdoorsmen) (other outdoor activities)
- (It) won't damage (gear) (fishing lines,) (gun stocks,) (tackle boxes) (or) (other synthetic materials) (other plastic sporting equipment)
- Won't damage (fabrics) (cotton) (wool) (nylon) (acetate) (rayon) (spandex) (other synthetic fabrics) (plastics) (watch crystals) (plastic lenses) (vinyl) (or) (painted surfaces)
- Sprays at any angle

NOTIFICATION

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[Note to reviewer: the following section of bulleted statements are for formulas containing fragrance]

- It smells great too.
- Won't leave you smelling like bug repellent
- (Light) (pleasant) (Clean) (Fresh) (Great) scent ((that) won't leave you smelling like bug repellent)
- (Light) (pleasant) (Clean) (Fresh) (Great) fragrance ((that) won't leave you smelling like bug repellent)
- (It's) pleasant smelling
- Specially formulated to feel and smell better on your skin

[Note to reviewer: the following section of bulleted statements are for formulas that do not contain fragrance]

- No fragrance (formula)
- Fragrance-free (formula)
- No-odor (formula)
- Odorless (formula)

**KEEP OUT OF REACH OF CHILDREN
WARNING**

ACTIVE INGREDIENT:

Picaridin..... 20%

OTHER INGREDIENTS:..... 80%

(Refer to back/side panel for additional precautions.)(See additional precautions on back panel.)

NET CONTENTS: XXX

PRECAUTIONARY STATEMENTS

Hazards to Humans –WARNING: Causes substantial but temporary eye injury. Do not get in eyes. Wash thoroughly with soap and water after handling, returning indoors, and before eating, drinking, chewing gum or using tobacco. Discontinue use and consult a doctor if irritation or rash occurs. Call a poison control center for emergencies.

[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.

PHYSICAL & CHEMICAL HAZARDS: FLAMMABLE: Do not use near heat or open flame. Keep treated surfaces away from fire, sparks, or flame until dry.

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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.**

Hold container 6 to 8 inches from skin and spray with a slow sweeping motion. Do not apply over cuts, wounds, irritated or sunburned skin. Do not spray in enclosed areas. Use just enough repellent to cover exposed skin. Do not use under clothing. Avoid over-application of this product. Reapply every eight hours. Do not apply more than two times per day. Frequent reapplication and saturation are unnecessary. Do not apply to children's hands. Do not allow children to handle this product. After returning indoors, wash treated skin with soap and water. **FOR MAXIMUM PROTECTION**, spread evenly with hands to moisten all exposed skin.

TO APPLY TO FACE: Spray palm of hand first and then apply sparingly and avoid eyes. Do not spray directly onto face. Do not apply near eyes and mouth. Apply sparingly around ears. When using on children, apply to your own hands and then put it on the child.

STORAGE AND DISPOSAL

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

DISPOSAL: Nonrefillable container. Before disposing, empty the container by using the product according to the label. Do not reuse or refill this container. Place in trash or offer for recycling if available.

If partially filled: Call your local solid waste agency or 1-800-529-3394 for disposal instructions. Never place unused product down any indoor or outdoor drain.

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