



OFFICE OF CHEMICAL SAFETY AND POLLUTION PREVENTION

WASHINGTON, D.C. 20460

January 20, 2026

Pete Stevenson
Senior Regulatory Consultant
Sagentia Regulatory
For Tender Corporation
d/b/a Adventure Ready Brands 944 Industrial Park Road
Electronic Transmittal: pete.stevenson@sagentiaregulatory.com

Subject: Pesticide Registration Improvement Act (PRIA) Labeling Amendment – Adding Alternate Brand Names, Modifying Effective Distance and Adding Large Cats and Coyotes to the Product Label
Product Name: Counter Assault Bear Deterrent
EPA Registration Number: 55541-2
EPA Receipt Date: 07/11/2025
Action Case Number: 00662784

Dear Pete Stevenson:

The amended labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable.

This approval does not affect any terms or conditions that were previously imposed on this registration. You continue to be subject to existing terms or conditions on your registration and any deadlines connected with them.

A stamped copy of your labeling is enclosed for your records. This labeling supersedes all previously accepted labeling. You must submit one (1) copy of the final printed labeling before you release this product for shipment with the new labeling. In accordance with 40 CFR § 152.130(c), you may distribute or sell this product under the previously approved labeling for 18 months from the date of this letter. After 18 months, you may only distribute or sell this product if it bears this new revised labeling or subsequently approved labeling. "To distribute or sell" is defined under FIFRA section 2(gg) and its implementing regulation at 40 § CFR 152.3.

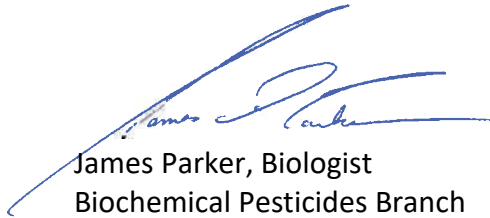
Should you wish to add/retain a reference to your company's website on your label, then please be aware that the website becomes labeling under FIFRA and is subject to review by the U.S. Environmental Protection Agency. If the website is false or misleading, the product will be considered to be misbranded and sale or distribution of the product is unlawful under FIFRA section 12(a)(1)(E). 40 CFR § 156.10(a)(5) lists examples of statements EPA may consider false or misleading. In addition, regardless of whether a website is referenced on your product's label, claims made on the website may not substantially differ from those claims approved through the registration process. Therefore, should

EPA find or if it is brought to our attention that a website contains or claims substantially differing from statements or claims made in connection with obtaining a FIFRA section 3 registration, the website will be referred to EPA's Office of Enforcement and Compliance Assurance.

Your release for shipment of this product constitutes acceptance of these terms. If these terms are not complied with, this registration will be subject to cancellation in accordance with FIFRA section 6.

If you have any questions, please contact Gina Burnett via email at burnett.gina@epa.gov.

Sincerely,



James Parker, Biologist
Biochemical Pesticides Branch
Biopesticides and Pollution
Prevention Division (7511M)
Office of Pesticide Programs

Enclosure

Counter Assault[®] Bear Deterrent

Sublabel A: Bear Deterrent Spray (8.1 oz, 10.2 oz, value/combo packs)

**Sublabel B: Bear and Dog Deterrent Spray (8.1oz, 10.2 oz,
value/combo packs)**

Sublabel C: Labeling for accompanying inert training canister

Optional Label Claims

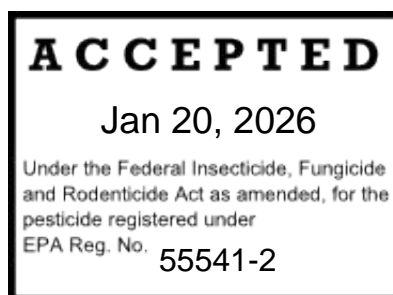
EPA Reg. No.: 55541-2

EPA Est. No.: 55541-MT-1

Tender Corporation

d/b/a Adventure Ready Brands 944 Industrial Park Road

Littleton, NH 03561



{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

{This label reflects the unit package of an 8.1 ounce or 10.2 ounce container. Label language in this sublabel will be contained on the spray canister itself and/or an accompanying cardboard outer packaging. Value packs (pack of two of the same size containers) or Combo packs (one of each sized canisters) will also be made available.}

SUBLABEL A: Bear Deterrent Spray (8.1 oz, 10.2 oz, value/combo packs)

Counter Assault® Bear Deterrent

{Alternative Brand Names:}

Counter Assault® [Bear and] Coyote Deterrent
Counter Assault® [Bear and] Mountain Lion Deterrent
Adventure Ready Bear Deterrent
Bushwacker Bear Deterrent

**[To Deter Bears from Attacking Humans
Not for Use on Humans]**

Active Ingredient:

Capsaicin and related capsaicinoids*2.0%

Other Ingredients:.....98.0%

TOTAL.....100.0%

*Derived from Oleoresin of Capsicum

KEEP OUT OF REACH OF CHILDREN

DANGER

**[See [other] [side] [back] panel(s) for [additional] Precautionary Statements [and
Directions for Use]]**

{Note to Reviewer: First Aid section may appear boxed or unboxed and/or bulleted/non-bulleted dependent on package size, but will appear on front panel due to Tox Category I signal word.}

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 treatment advice.
If on skin or clothing:	Take off contaminated clothing. Rinse skin immediately with plenty of water for 1520 minutes. Call a poison control center or doctor for treatment advice.
Have product container with you when calling a doctor or going for treatment. For emergency medical treatment information, call 1-800-535-5053.	

EPA Reg. No.: 55541-2

EPA Est. No.: [55541-MT-1]

Net Contents: [8.1 oz (230 g)] [10.2 oz (290 g)]

[Manufactured] [by]:
Tender Corporation
d/b/a Adventure Ready Brands
944 Industrial Park Road
Littleton, NH 03561

[Distributed by:]
Bushwacker Backpack and Supply Co., Inc.
d/b/a/ Counter Assault
120 Industrial Court
Kalispell, MT 59901
1-800-695-3394 (406) 257-4740

Lot #: XXXXX

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals: DANGER. May cause irreversible eye damage if sprayed in the eye at close range. Contact through rubbing or touching eyes may result in substantial but temporary eye injury. Strongly irritating to nose and skin. Do not get in eyes, on skin, or on clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

Physical or Chemical Hazards: Extremely Flammable. Contents under pressure. Keep away from fire, sparks, and heated surfaces. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

DIRECTIONS FOR USE

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

Do not seek out encounters with bears [or large cats][or coyotes]. This product is a bear [or large cat][or coyote] attack deterrent which may protect users in some unexpected confrontations with bears but may not be effective in all situations or prevent all injuries. Read this entire label before taking this product into areas where bears [or large cats][or coyotes] might be encountered.

USE RESTRICTIONS: This product may be used only to deter bears [or large cats][and coyotes] which are attacking or appear likely to attack humans. Do not spray this product on objects, tents, or humans; such use has no deterrent effects on bears [or large cats][and coyotes]. Do not seek out encounters with bears [or large cats][or coyotes] or unintentionally provoke them. Keep safety clip in place except when practicing with or using product. Do not eat or allow to be eaten any food or feed materials which may have been contaminated with this product.

{Note to reviewer: The following statement applies to the 8.1 oz canister ONLY.}

This product has a range of up to [30][32][34] feet and empties in approximately 9 seconds. [or]

This product has a range of up to [30][32][34] feet. This canister empties in approximately 9 seconds.

{Note to reviewer: The following statement applies to the 10.2 oz canister ONLY.}

This product has a range of up to 40[42][44] feet and empties in approximately 10 seconds. [or]

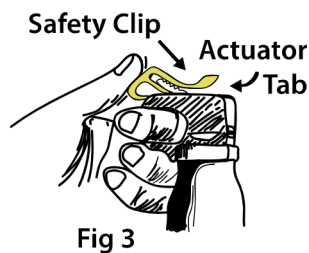
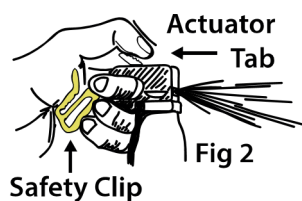
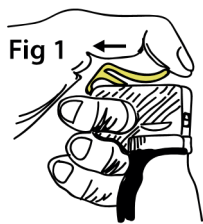
This product has a range of up to 40[42][44] feet. This canister empties in approximately 10 seconds.

APPLICATION DIRECTIONS: Special procedures must be followed to arm the container, apply the product and restore the safety clip to disarm the container. Before taking this product into bear [or large cat][or coyote] country, read the directions below and familiarize yourself with the procedures. If you test-fire this container, make sure the wind is at your back and depress actuator tab for no more than half a second. Do not test-fire in area inhabited by bears. If test-fired, clean nozzle and can with soap and water to remove residue from can. If you have not used this product before, you should obtain a training can and practice with it until you can perform these activities quickly and accurately.

{Note to reviewer: the following usage statements apply to the trigger design utilizing a safety clip.}

TO ARM AND APPLY: Designed for one-handed operation. Place forefinger through hole in handle with thumb on safety clip curl. With thumb, pull safety clip straight back and off (fig. 1). Depress actuator tab for burst of spray (fig 2). Aim at face and eyes of bear [or large cat][or coyote]. Depress actuator tab for 1-2 seconds in order to create a barrier of spray between you and the bear [or large cat][or coyote]. Stop to evaluate the impact of wind and other factors and adjust your aim if needed before spraying again.

TO DISARM: Replace safety clip by pushing firmly with thumb until audible “snap” is heard. Check to see if safety is completely in place with curl up. No gap should be visible between actuator handle and safety clip (fig. 3).



{Note to reviewer: The following usage statements apply to the trigger design utilizing a safety pin.}

TO ARM AND APPLY: Pull safety pin firmly out (fig. 1). With thumb, lift flip top safety up and then slide thumb into actuator tab housing (fig. 2). Depress actuator tab for burst of spray. Aim at face and eyes of bear [or large cat][or coyote]. Depress actuator tab for 1-2 seconds in order to create a barrier of spray between you and the bear. Stop to evaluate the impact of wind and other factors and adjust your aim if needed before spraying again.

TO DISARM: Remove thumb from actuator tab housing. Replace safety pin by pushing the pin firmly into safety pin hole until audible “snap” is heard or the pin ring makes contact with the spray head assembly (fig. 1). Check to see if safety is completely in place. The safety pin head should be visible on side opposite of safety ring and the pin notch should be exposed outside of spray head assembly.

{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

Fig 1

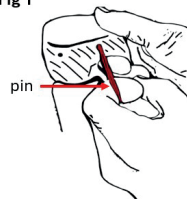
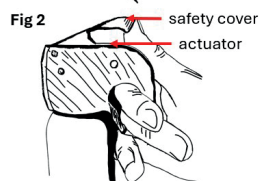


Fig 2



{Note to Reviewer: Storage & Disposal section may appear boxed or unboxed dependent on package size.}

Storage and Disposal

Do not contaminate water, food, or feed by storage or disposal.

Storage: STORE IN A COOL, DRY PLACE INACCESSIBLE TO CHILDREN AND PETS. Do not store in places where the temperature is above 120°F nor below 32°F. Do not store in hot vehicle or in direct sunlight.

Disposal: DO NOT PUNCTURE OR INCINERATE! Non-refillable container. Do not reuse or refill this container. If empty: Press valve to release all pressure then place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions.

WARRANTY AND DISCLAIMER: This product is to be used only in accordance with the directions on the label. To the extent allowable by law, Bushwacker Backpack & Supply Co., Inc. or its manufacturer shall not be liable for damage, injury, loss, direct or consequential including death arising out of the use of, or inability to use this product.

{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

{This label reflects the unit package of an 8.1 ounce or 10.2 ounce container. Label language in this sublabel will be contained on the spray canister itself and/or an accompanying cardboard outer packaging. Value packs (pack of two of the same size containers) or Combo packs (one of each sized canisters) will also be made available.}

SUBLABEL B: Bear and Dog Deterrent Spray (8.1 oz, 10.2 oz, value/combo packs)

**Adventure Ready Bear and Dog Deterrent
To Deter Bears and Dogs from Attacking Humans Not
for Use on Humans**

Active Ingredient:

Capsaicin and related capsaicinoids*2.0%

Other Ingredients:.....98.0%

TOTAL.....100.0%

*Derived from Oleoresin of Capsicum

KEEP OUT OF REACH OF CHILDREN

DANGER

**[See [other] [side] [back] panel(s) for [additional] Precautionary Statements [and
Directions for Use]]**

{Note to Reviewer: First Aid section may appear boxed or unboxed and/or bulleted/non-bulleted dependent on package size, but will appear on front panel due to Tox Category I signal word.}

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 treatment advice.
If on skin or clothing:	Take off contaminated clothing. Rinse skin immediately with plenty of water for 1520 minutes. Call a poison control center or doctor for treatment advice.
Have product container with you when calling a doctor or going for treatment. For emergency medical treatment information, call 1-800-535-5053.	

EPA Reg. No.: 55541-2

EPA Est. No.: [55541-MT-1]

Net Contents: [8.1 oz (230 g)] [10.2 oz (290 g)]

[Manufactured] [by]:

Tender Corporation
d/b/a Adventure Ready Brands
944 Industrial Park Road
Littleton, NH 03561

[Distributed by:]

Bushwacker Backpack and Supply Co., Inc.
d/b/a/ Counter Assault
120 Industrial Court
Kalispell, MT 59901
1-800-695-3394 (406) 257-4740

Lot #: XXXXX

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals: DANGER. May cause irreversible eye damage if sprayed in the eye at close range. Contact through rubbing or touching eyes may

{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

result in substantial but temporary eye injury. Strongly irritating to nose and skin. Do not get in eyes, on skin, or on clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

Physical or Chemical Hazards: Extremely Flammable. Contents under pressure. Keep away from fire, sparks, and heated surfaces. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

DIRECTIONS FOR USE

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

This product is a bear and dog attack deterrent which may protect users in some unexpected confrontations but may not be effective in all situations or prevent all injuries. Read this entire label before taking this product into areas where bears might be encountered.

USE RESTRICTIONS: This product may be used only to deter bears or dogs which are attacking or appear likely to attack humans. Do not spray this product on objects, tents, or humans; such use has no deterrent effects. Do not seek out encounters with bears or dogs or unintentionally provoke them. Keep safety clip in place except when practicing with or using product. Do not eat or allow to be eaten any food or feed materials which may have been contaminated with this product.

{Note to reviewer: The following statement applies to the 8.1 oz canister ONLY.}

This product has a range of up to [30][32][34] feet (10 meters) and empties in approximately 9 seconds. [or]

This product has a range of up to [30][32][34] feet (10 meters). This canister empties in approximately 9 seconds.

{Note to reviewer: The following statement applies to the 10.2 oz canister ONLY.} This product has a range of up to 40[42][44] feet (12 meters) and empties in approximately 10

seconds. [or]

This product has a range of up to 40[42][44] feet (12 meters). This canister empties in approximately 10 seconds.

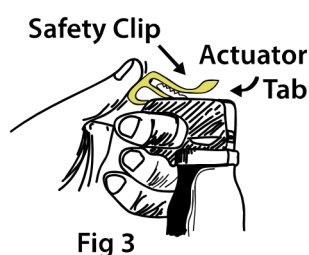
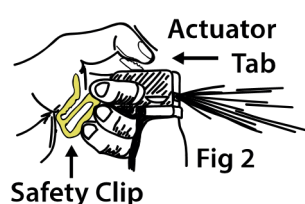
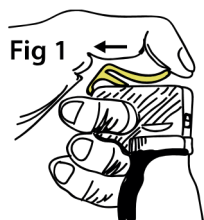
APPLICATION DIRECTIONS: Special procedures must be followed to arm the container, apply the product and restore the safety clip to disarm the container. Read the directions below and familiarize yourself with the procedures. If you test-fire this container, make sure the wind is at your back and depress actuator tab for no more than half a second. Do not test-fire in area inhabited by humans, bears, or dogs. If test-fired, clean nozzle and can with soap and water to remove residue from can. If you have not used this product before, you should obtain a training can and practice with it until you can perform these activities quickly and accurately.

{Note to reviewer: the following usage statements apply to the trigger design utilizing a safety clip.}

TO ARM AND APPLY: Designed for one-handed operation. Place forefinger through hole in handle with thumb on safety clip curl. With thumb, pull safety clip straight back and off (fig. 1). Depress actuator tab for burst of spray (fig 2). Aim at face and eyes of bear. Depress actuator tab for 1-2 seconds in order to create a barrier of spray between you and the bear.

Stop to evaluate the impact of wind and other factors and adjust your aim if needed before spraying again.

TO DISARM: Replace safety clip by pushing firmly with thumb until audible “snap” is heard. Check to see if safety is completely in place with curl up. No gap should be visible between actuator handle and safety clip (fig. 3).



{Note to reviewer: The following usage statements apply to the trigger design utilizing a safety pin.}

TO ARM AND APPLY: Pull safety pin firmly out (fig. 1). With thumb, lift flip top safety cover up and then slide thumb into actuator tab housing (fig. 2). Depress actuator tab for burst of spray. Aim at face and eyes of bear. Depress actuator tab for 1-2 seconds in order to create a barrier of spray between you and the bear. Stop to evaluate the impact of wind and other factors and adjust your aim if needed before spraying again.

TO DISARM: Remove thumb from actuator tab housing. Replace safety pin by pushing the pin firmly into safety pin hole until audible “snap” is heard or the pin ring makes contact with the spray head assembly (fig. 1). Check to see if safety is completely in place. The safety pin head should be visible on side opposite of safety ring and the pin notch should be exposed outside of spray head assembly.

{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

Fig 1

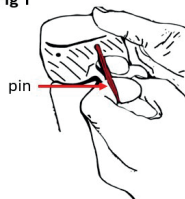
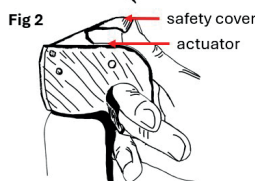


Fig 2



{Note to Reviewer: Storage & Disposal section may appear boxed or unboxed dependent on package size.}

Storage and Disposal

Do not contaminate water, food, or feed by storage or disposal.

Storage: STORE IN A COOL, DRY PLACE INACCESSIBLE TO CHILDREN AND PETS. Do not store in places where the temperature is above 120°F nor below 32°F. Do not store in hot vehicle or in direct sunlight.

Disposal: DO NOT PUNCTURE OR INCINERATE! Non-refillable container. Do not reuse or refill this container. If empty: Press valve to release all pressure then place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions.

WARRANTY AND DISCLAIMER: This product is to be used only in accordance with the directions on the label. To the extent allowable by law, Bushwacker Backpack & Supply Co., Inc. or its manufacturer shall not be liable for damage, injury, loss, direct or consequential including death arising out of the use of, or inability to use this product.

{Sublabel C contains the labeling of a training canister that may be sold/co-packed with one of the two sized bear deterrent products in Sublabel A. The inert training canister does not contain active ingredient. It is used as a training tool prior to effective use of the deterrent canister.}

SUBLABEL C: LABELING FOR ACCOMPANYING INERT TRAINING CANISTER

Counter Assault®

**Inert Trainer
[Training Canister]**

**This is a Training Canister Only and is NOT Bear Spray
Does not contain the active ingredient of bear spray
Not for use on Humans**

This Canister is NOT Bear Spray and is for Training Purposes Only.

KEEP OUT OF REACH OF CHILDREN

DANGER Extremely Flammable

[See [other] [side] [back] panel(s) for [additional] Precautionary Statements [and Directions for Use]]

{Note to Reviewer: First Aid section may appear boxed or unboxed and/or bulleted/non-bulleted dependent on package size.}

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 treatment advice.
If on skin or clothing:	Take off contaminated clothing. Rinse skin immediately with plenty of water for 1520 minutes. Call a poison control center or doctor for treatment advice.
Have product container with you when calling a doctor or going for treatment. For emergency medical treatment information, call 1-800-535-5053.	

Net Contents: [8.1 oz (230 g)]

[Manufactured] [by]:
Tender Corporation
d/b/a Adventure Ready Brands
944 Industrial Park Road
Littleton, NH 03561

[Distributed by:]
Bushwacker Backpack and Supply Co., Inc.
d/b/a/ Counter Assault
120 Industrial Court
Kalispell, MT 59901
1-800-695-3394 (406) 257-4740

PRECAUTIONARY STATEMENTS

Hazards to Humans and Domestic Animals: DANGER. May cause irreversible eye damage if sprayed in the eye at close range. Contact through rubbing or touching eyes may result in substantial but temporary eye injury. Strongly irritating to nose and skin. Do not get in eyes, on skin, or on clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, using tobacco, or using the toilet. Remove and wash contaminated clothing before reuse.

Physical or Chemical Hazards: Extremely Flammable. Contents under pressure. Keep away from fire, sparks, and heated surfaces. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

DIRECTIONS FOR USE

THIS PRODUCT IS NOT TO BE USED AS A BEAR DETERRENT.

[Inert training canister sprays 20-25 feet for approx. 7 seconds.] [or]

[The canister empties in approx. 7 seconds and sprays approx. 20-25 feet.]

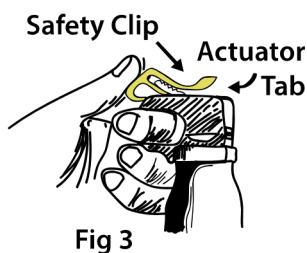
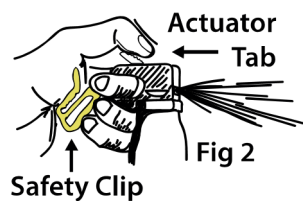
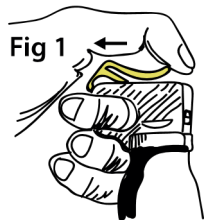
APPLICATION DIRECTIONS: Special procedures must be followed to arm the container, apply the product and restore the safety clip to disarm the container. Before taking bear spray into bear country, read the directions below and familiarize yourself with the procedures. Contents include food grade oils which may attract bears if used in a camping area. Practice prior to entering bear country.

This is a training can and you should practice with it until you can perform these activities quickly and accurately.

{Note to reviewer: the following usage statements apply to the trigger design utilizing a safety clip.}

TO ARM AND APPLY: Designed for one-handed operation. Place forefinger through hole in handle with thumb on safety clip curl. With thumb, pull safety clip straight back and off (fig. 1). Depress actuator tab for burst of spray (fig 2). Pretend to aim at face and eyes of a bear. Depress actuator tab for 1-2 seconds in order to create a barrier of spray between you and the pretend bear. Stop to evaluate the impact of wind and other factors and adjust your aim if needed before spraying again.

TO DISARM: Replace safety clip by pushing firmly with thumb until audible “snap” is heard. Check to see if safety is completely in place with curl up. No gap should be visible between actuator handle and safety clip (fig. 3).



{Note to reviewer: The following usage statements apply to the trigger design utilizing a safety pin.}

TO ARM AND APPLY: Pull safety pin firmly out (fig. 1). With thumb, lift flip top safety cover up and then slide thumb into actuator tab housing (fig. 2). Depress actuator tab for burst of spray. Aim at face and eyes of bear. Depress actuator tab for 1-2 seconds in order to create a barrier of spray between you and the bear. Stop to evaluate the impact of wind and other factors and adjust your aim if needed before spraying again.

TO DISARM: Remove thumb from actuator tab housing. Replace safety pin by pushing the pin firmly into safety pin hole until audible “snap” is heard or the pin ring makes contact with

{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

the spray head assembly (fig. 1). Check to see if safety is completely in place. The safety pin head should be visible on side opposite of safety ring and the pin notch should be exposed outside of spray head assembly.

Fig 1

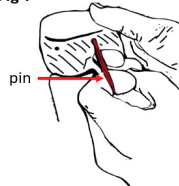
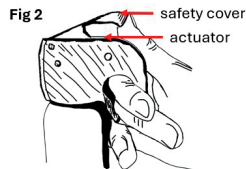


Fig 2



{Note to Reviewer: Storage & Disposal section may appear boxed or unboxed dependent on package size.}

Storage and Disposal

Do not contaminate water, food, or feed by storage or disposal.

Storage: STORE IN A COOL, DRY PLACE INACCESSIBLE TO CHILDREN AND PETS. Do not store in places where the temperature is above 120°F nor below 32°F. Do not store in hot vehicle or in direct sunlight.

Disposal: DO NOT PUNCTURE OR INCINERATE! Non-refillable container. Do not reuse or refill this container. If empty: Press valve to release all pressure then place in trash or offer for recycling if available. If partly filled: Call your local solid waste agency for disposal instructions.

WARRANTY AND DISCLAIMER: This product is to be used only in accordance with the directions on the label. To the extent allowable by law, Bushwacker Backpack & Supply Co., Inc. or its manufacturer shall not be liable for damage, injury, loss, direct or consequential including death arising out of the use of, or inability to use this product.

Optional Label Statements and Images:

- 1) Bear Deterrent
- 2) Bear Spray
- 3) Glow in the dark Safety Clip [included]
- 4) [Includes] Glow in the dark safety wedge with [tie] string
- 5) Range up to [30][32][34] Feet {*Note: for the 8.1 oz container size.*}
- 6) Range up to 40[42][44] Feet {*Note: for the 10.2 oz container size.*}
- 7) Grizzly Tough™ Bear Spray
- 8) Created in Bear Country by a Bear Attack Survivor
- 9) Works on All Bear Species to deter [bears] from attacking humans
- 10) To deter bears from attacking humans
- 11) Packaging Recyclable Where Available
- 12) Made in Montana USA
- 13) Manufactured in Montana
- 14) Includes [Belt][Shoulder] Holster
- 15) Know Your Bears {*see image below*}
- 16) Black Bear – No Shoulder Hump, Tall Pointed Ears, Straight Face Profile, Front Claw 1-2", Front Track
- 17) Grizzly Bear – Shoulder Hump, Short Rounded Ears, Dished Face Profile, Front Claw 2-4", Front Track
- 18) Counter Assault logo {*see image below*}
- 19) Image of bear {*see image below*}
- 20) Made in Montana {*see image below*}
- 21) Counter Assault® Bear Deterrent was developed by a bear encounter survivor in conjunction with the University of Montana in the heart of bear country. Our proprietary formulas combine 2% capsaicin with a powerful fire extinguisher-type release mechanism to provide a mix of spray distance and duration to safely deter all bear species from attacking humans.
- 22) Developed by a Grizzly Bear Encounter Survivor [(Story on Reverse)]
- 23) Developed in conjunction with the University of Montana
- 24) Developer of high emission "Atomized" fire extinguisher-style spray used in bear deterrents
- 25) In the early 1980's, bear biologists were researching effective bear deterrents. The result of this research was the development of an atomized spray and led to the creation of Counter Assault.
- 26) Pride Johnson, Prior President & Chemist of Counter Assault successfully survived a grizzly encounter with Counter Assault Bear Deterrent. The encounter was immediately stopped.
- 27) Questions or comments: cs@adventurereadybrands.com
- 28) UPC Code
- 29) Magnum 290
- 30) [Up to] [30][32][34] Feet 9 Seconds {*Note: for the 8.1 oz container size.*}
- 31) [Up to][40][42][44]Feet 10 Seconds {*Note: for the 10.2 oz container size.*}
- 32) This product has a range of up to [30][32][34] feet [(10 meters)]. This canister empties in approximately 9 seconds. {*Note: for the 8.1 oz container size.*}
- 33) This product has a range of up to [40][42][44] feet [(12 meters)]. This canister empties in approximately 10 seconds. {*Note: for the 10.2 oz container size.*}
- 34) Value Pack {*Note: used when two of the same sized canisters are co-packed.*}
- 35) Combo Pack {*Note: used when one of each canister size are co-packed.*}
- 36) The industry's leading bear pepper spray, spraying a distance of up to [30][32][34] feet and spray duration of 9 seconds. {*Note: for the 8.1 oz container size.*}

- 37) The industry's leading bear pepper spray, spraying a distance of up to [40][42][44] feet and spray duration of 10 seconds. {Note: for the 10.2 oz container size.}
- 38) Your ultimate protection in the wild!
- 39) Contains 2% Capsaicin and Related Capsaicinoids, the maximum allowed by law.
- 40) One of Kind Bear Spray
- 41) Optimal Spray Distance & Time
- 42) First EPA Registered Bear Spray
- 43) The original developers of atomized spray technology used in all bear sprays
- 44) The Hottest Bear Spray Available
- 45) Nothing sprays farther
- 46) When distance matters
- 47) When every foot matters
- 48) Non-lethal protection from bears
- 49) Protecting people [and bears] – [bear] spray temporarily incapacitates [bears] causing them to break off an attack, with no permanent injuries
- 50) High-emission spray discharges large cloud to create a barrier between the sprayer and the bear
- 51) Maximum Stopping Power: Maximum strength 2% major capsaicinoids
- 52) Contains low greenhouse gas propellant
- 53) The Original [Brand of] Bear Spray
- 54) The First [Brand of] Bear Spray
- 55) #1 Brand Trusted by Bear Experts
- 56) The [only] [40][42][44] ft Bear Spray [Brand] {Note: only for the 10.2 oz container size.}
- 57) 98% Effective in Close Encounters
- 58) 92% Effective in Deterring Attacks Against All Bear Species
- 59) More Effective in Deterring Bear Attacks Than Firearms
- 60) Bear Spray Saves Lives
- 61) Preferred Brand of Bear Spray by Park Employees
- 62) Low Climate Impact
- 63) Low Global Warming Potential
- 64) Freon Free
- 65) Chemical Emergency – 1-800-535-5053
- 66) Works on all bear species
- 67) To deter bears from attacking humans
- 68) Deters [human] attacks from [bears][mountain lions],[cougars],[bobcats],[lynxes],[coyotes],[wild boars],[large cats]
- 69) Field tested
- 70) Designed for one-handed operation
- 71) For use when [hunting],[camping],[fishing],[hiking]
- 72) [by] Counter Assault
- 73) Over 98% product dispensed [- maximum use when it matters most]
- 74) [Cone mist formulation] sprays over 13' in diameter
- 75) [Best][Max] coverage
- 76) Covers more ground
- 77) [Engineered][Formulated] [to spray] [10%][4'] further {Note: only for the 10.2 oz container size.}
- 78) [Engineered][Formulated] [to spray] 2' further {Note: only for the 8.1 oz container size.}
- 79) Over 10 seconds of [continuous] protection {Note: only for the 10.2 oz container size.}
- 80) Longest protection [time][duration][spray]
- 81) Maximum available [spray] [distance][power]

{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

- 82) The first [and only] 44' bear spray on the market. {Note: only for the 10.2 oz container size.}
- 83) Formulated for maximum distance, product dispensing, and spray diameter.
- 84) [Each can] [contains] multiple bear stopping bursts
- 85) Protects against multiple [charges][attacks][encounters]
- 86) [Bushwacker by] Counter Assault
[Max][Ultra][Advanced][Plus][Trail][Pro][Xtra][Extreme][Long Range][Extended Range][Complete][Power Spray][Ultimate Defense][Power Shield][Bushwacker]

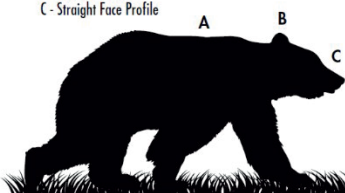
{Note to reviewer: The following usage statements apply to the trigger design utilizing a safety pin.}

- Larger trigger for more secure discharge
- Safety pin prevents accidental discharge
- [New][control] trigger enables more confident use
- Control trigger technology
- Control Top Technology
- Total Control Spray Head (TCSH)
- Control Spray
- Cone Mist
- FlipSafe Trigger
- Ultimate Control
- Quikdraw Technology
- Accuspray
- Accurate Spray Head (ASH)
- Trigger Control Technology
- Trigger Guard

Know Your Bears

BLACK BEAR

- A - No Shoulder Hump
- B - Tall Pointed Ears
- C - Straight Face Profile



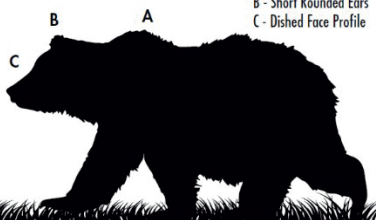
Front Track



Front Claw 1-2"

GRIZZLY BEAR

- A - Shoulder Hump
- B - Short Rounded Ears
- C - Dished Face Profile



Front Track



Front Claw 2-4"

 **COUNTER
ASSAULT®**





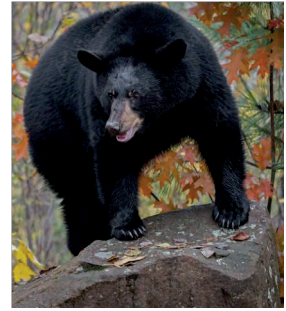
Adventure
Ready



Packaging Recyclable Where Available



{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}



{Note to Reviewer: [bracketed text] is optional or alternate wording; {curly bracketed text} is informational.}

{Note to Reviewer: Registrant may insert recycling icons/images on the product canister, as appropriate for the container type based on the guidance below derived from <http://how2recycle.info>. A user will follow the container handling instructions in the Storage & Disposal section and is recommended to offer container for recycling, if available. The following images and text are representative only from <http://how2recycle.info> and will be modified with the optional language/images as relevant for each container type – i.e. metal can.}

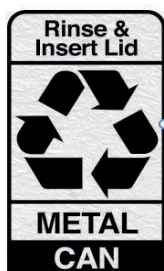


Preparing Material for Recycling

Information is provided to ensure the proper steps are taken to effectively recycle materials.

Rinse & Insert Lid	Empty & Replace Cap	Empty Before Recycling	Rinse Before Recycling
Rinse & Replace Lid	Recycle If Clean & Dry	See Website For Cap	Remove Label Before Recycling
Empty & Discard Sprayer	Empty & Reattach Sprayer	Empty & Discard Pump	Empty & Reattach Pump

See Website for Cap/Bottles: Certain caps and small packaging are too small to make it through a recycling facility. Ask your drop-off location if they accept loose caps, or send your plastic caps to Terracycle or Gimme 5. For glass beverage bottles with small, crown shaped metal caps, it's best to collect them in an emptied soup can. Once you have filled the can, squeeze the top closed and toss it in your recycling bin!



How2Recycle

Information and locational instructions let you know if an item can be recycled traditionally or by other means.

Widely Recycled	Limited Recycling <small>* Not recycled in all communities</small>	Not Yet Recycled	Store Drop-off



Type of Recyclable Material

Lists what type of material the packaging is made from.

PLASTIC	PAPER	METAL
COATED PAPER	GLASS	MULTI-LAYER



Lists Recyclable Parts of Packaging

Information on what parts of the packaging needs to be recycled in this specific way.

BOTTLE	TRAY	INSERT
BOX	BAG	WRAP
CAN	FILM	POUCH

Wrap: This helps you identify which part of the packaging we're referring to.