

71910-2

03/05/2007

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

MAR - 5 2007

OFFICE OF  
PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

The Schawbel Corporation  
c/o Ms. Kim Davis  
RegWest Company, LLC  
30856 Rocky Road  
Greeley, CO 80631-9375

Dear Ms. Davis:

Subject: Thermacell Mosquito Repellent  
EPA Reg. No. 71910-2  
Submission dated 10/16/06

The labeling referred to above, submitted in connection with registration under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, is acceptable subject to the comments listed below. One copy of the finished labeling must be submitted prior to releasing the product for shipment.

The mood lamp with any color feature has been determined to be an attractive nuisance. You must delete from the label all marketing claims for and directions for use as a mood lamp.

Clarify the site "porches" to be porches which are not an enclosed space.

The butane cartridges net contents must be listed as fluid ounces.

Clarify the net contents of the butane cartridges. While the first page of the master label provides only one net contents for the cartridge, elsewhere in the label reference is made to different size cartridges.

Graphics must exclude pictures of children and food.

The use of a securing device for the appliance (device to secure the appliance to a stable horizontal surface) is acceptable. The term "holster" is associated with what people wear on their belts or otherwise attach to their bodies and is not acceptable. You must use another term not associated with things people wear. As a condition of registration,

within 60 days you must submit documentation that this securing device is constructed of non-flammable material.

Add to the directions for use of all appliances, including the securing device, the following:

*Do not attach this appliance to your body or clothing.*

Tolerances relating to allethrins have been revoked. Revise all directions about not contaminating food to read as follows:

*Cover or remove all exposed food.*

In directions for use with the securing device, revise the sentence about covering the grill to read as follows:

*Do not cover the grill.*

On item 6 of the directions for use with the securing device, delete the language about inserting the spare cartridge and mats in the side pouches, as it detracts from the physical and chemical hazards statements.

Delete the direction for use on a tree limb. This detracts from the directions to use on a horizontal, stable surface.

Delete the claim "no messy wax candles to drip or spill" as this is a comparative claim.

*Delete the claims about mosquito and bug-free comfort, as this implies 100% efficacy.*

All label claims other than 4 hours per mat must show the user how they are calculated. The master label's use of the brackets {} & [] is ambiguous, and may be interpreted to mean that the user will not know how duration of repellency claims are calculated. In addition, the label must clarify what the term "up to" means when used with duration claims.

Delete the expression "no cause for concern" in the claims about vapor. This detracts from the precautionary statements.

This is an insecticide product. Delete from the directions for use or marketing claims the following, which detract from the precautionary statements:

*Lamp may be used as just a lamp.*

*Repellent and light can be used together or separately.*

*Use the lamp just for light.*

Revise the disposal claims to include used mats.

Revise the Hazards to Humans and Domestic Animals Precautionary Statements to read as follows:

*Harmful if inhaled. Avoid breathing vapors.*

Move the following statements from the Hazards to Humans and Domestic Animals Statements to a section entitled "Use Restrictions" in the Directions for Use:  
Only for outdoor use as an insect repellent. Do not use indoors, in tents or in any enclosed area. Do not insert anything other than [product name] mats into the appliance [lamp].

Move the following statements to the Physical and Chemical Hazards Statements:  
Do not touch the grill while the appliance [lamp] is in use. The grill is hot while in use.

Move the following statements from the Physical and Chemical Hazards Statements to the "Use Restrictions" in the Directions for Use:  
Place appliance [lamp] on a flat, stable surface with the grill facing upward.  
Clean with a damp cloth only when the appliance [lamp] is cool and inactive.

Move to the following language from Physical and Chemical hazards to the Use Restrictions:  
Butane cartridges other than Thermacell cartridges will not work in this appliance [lamp].  
Seller will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent mats.

Revise the Physical and Chemical Hazard statements to delete the separate heading for for butane cartridge.

Revise the cartridge label to include the heading "Physical and Chemical Hazards"

The butane cartridge label must bear the EPA Reg. No. and EPA Establishment No., the signal word Caution and the statement Keep Out of Reach of Children and a statement referring the user to the accompanying label.

The Caution signal word must be limited to the inhalation hazard. To call attention to the hot surface concern, you must use another word such as attention or alert.

The appliance and lamps must also bear the following information: the EPA registration number and establishment number. The Signal word Caution and the statement Keep out of Reach of Children must be placed so that they are visible when the appliance or lamp is in use.

Delete the following claim which detracts from the label precautions and directions for use:

Easily fits in a backpack, purse or small bag.

Delete the following comparative claims:

No candle, no messy wax

No messy sprays or lotions

Without sprays or lotions

The repellent you don't have to put on apply to your skin

New lamp provides x% more light than an ordinary candle.

Delete all claims that any device or feature is new. These products have been registered for many years.

Delete or submit as an amendment justification for odor free claims and claims about not spooking game.

Delete protection claims as they imply 100% efficacy.

Delete all zone and cell claims as they imply 100% efficacy.

Delete fishing, as this detracts from the environmental hazards statements.

Delete "gets rid of", "drives away", "bug free", "no bite", and "no fly" as these imply 100% efficacy.

Delete references to barbecues, outdoor dining and picnics or qualify them to include the statement "Cover or remove all exposed food."

Delete the references to little league games or qualify it to include the statement Keep Out of Reach of Children.

Delete the securing device claims the statement that it provides storage for extra cartridge and mat, for the reasons already stated.

Delete from the securing device claims any claims that it may be secured to "most objects", "tree branch" or "almost any object," and that it is "the no hands way to transport." These claims detract from the directions for use which state that it must be secured to a stable horizontal surface.

Delete from the marketing claims the following, which are vague and may lead to misuse:

Can be taken anywhere

Etc.

Other recreational areas.

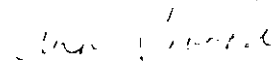
Delete or explain on the label what is meant by "passive".

Clarify on the label that the promotional language "The World's Best Bird Feeders" does not permit use on bird feeders.

Attached is a summary of additional concerns which Schawbel must address within 60 days.

If you have questions, please call Ann Sibold at 703 305-6502.

Sincerely,

  
Richard Gebken  
Product Manager 10  
Insecticide Branch  
Registration Division (7505P)

## Attachment A.

## Thermacell Mosquito Repellent

1. As discussed in the meeting of 1/18/07, the Mood Lamp has been determined to be an attractive nuisance. Within 60 days you must submit a plan for phasing out mood lamps.
2. The notice of registration is hereby amended to limit this registration to mosquito repellent pads used with appliances or lamps which rely on butane cartridges for elution of the active ingredient. Any appliance or lamp which uses another means of elution of the active ingredient must be submitted as a new registration.
3. Within 60 days, you must submit a table which lists all the appliances, lamps or devices which are part of this registration by model numbers and which includes the following:
  - a. Picture of the device
  - b. Whether the device relies on vaporization technology or flame with metal plate
  - c. Whether the device is self start or uses a match/lighter
  - d. Whether the device has an automatic shut off
  - e. For lamps, is the light provided by flame or by battery powered conventional or LED lights
  - f. Features which reduce potential for accidents
  - g. Where the labeling is located.
  - h. Submit or cite the efficacy data supporting the repellency claims for the pests listed on this product's label. You must document how the release rate (elution rate) for each device is equivalent (or not) to the original efficacy data.
4. Submit any incidents associated with the product falling into water bodies.
5. Any design change will require an amendment and must include the items identified in #3 above.

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# ThermaCELL<sup>®</sup> Mosquito Repellent

{Select appropriate marketing verbiage from "Marketing Text" section}

<b>Active Ingredient:</b>	
d-cis/trans allethrin .....	21.97%
<b>Other Ingredients</b> .....	78.03%
Total .....	100.00%

Keep Out of Reach of Children

## CAUTION

See back [side] [bottom] panel for additional precautionary statements.

[This Package] Contains

1 [Reusable] Appliance [Lamp]

{Number} Butane [ThermaCELL<sup>®</sup>] Cartridge(s)  
Net Weight 0.42 oz. each

and

{Number} [Insect] Repellent Mat(s)  
Net Weight 0.08 oz. each

[and {number} {size} Batteries [Batteries Included!]]

**ACCEPTED**  
with **COMMENTS**  
In EPA Letter Dated:

**MAR - 5 2007**  
Under the Federal Insecticide,  
Fungicide, and Rodenticide Act,  
as amended, for the pesticide  
registered under EPA Reg. No.

71910-2

EPA Reg. No. 71910-2

EPA Est. 71998-THA-1, 43917-ITA-1

Manufactured for:  
The Schawbel Corporation  
100 Crosby Drive  
Bedford, MA 01730  
{[website]}  
Toll Free: 1-8-NO SKEETERS

Made and Printed in Italy  
Mats Made in Italy  
Manufactured in Thailand

Protected by one or more of the following U.S. Patents: 5,700,430; D300,606 [; D423,071; 6,033,212 C1]

**DIRECTIONS FOR USE**

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

*{The following directions will be used when mats are sold with or used in the appliance;}*

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. Use one appliance per each 225 square feet (an area 15' x 15') or 15 feet in diameter. Use more appliances in larger areas. Do not expose appliance or mats to rain. Do not contaminate food. Do not leave appliance unattended or use in windy conditions.

1. Remove one [product name] mat from wrapper. One mat lasts up to 4 hours. Mat turns from pale blue to white when active ingredient has been exhausted.
2. Make sure the 'ON/OFF' switch on the appliance is in the 'OFF' position. Insert the mat under the appliance's black grill. To change mats, slide the 'ON/OFF' switch to 'OFF' and allow the appliance to cool completely. Push the used mat out by inserting a fresh one.
3. Remove the appliance cover and butane cartridge cap.
4. Screw the cartridge into the opening of the appliance. Make sure the cartridge is fully inserted by turning it clockwise until it stops. Replace the appliance cover. One ThermaCELL® butane cartridge lasts up to 12 hours {11 gm.} [up to 28 hours {26 gm}]. If your appliance fails to heat, it may be out of fuel. Check the fuel level by holding the appliance vertically and looking at the fuel gauge on the bottom. You can see the amount of butane in the cartridge. Replace if empty.
5. Slide the 'ON/OFF' switch to the 'ON' position; the butane gas will begin to flow.
6. Wait approximately 5 to 10 seconds then depress the start button three to five times in rapid succession.
7. To verify the appliance is operating, pick it up and check the lens on the end of the appliance. The light at the end of the appliance glows when the appliance is heating. If the light is not glowing, check to make sure the appliance is 'ON' and cartridge is completely screwed into place; then once again depress the start button three to five times in rapid succession. Check to make sure the light is glowing.
8. Place the appliance on a flat, stable area, with the grill side facing up. Do not touch the grill; it will be hot after a couple of minutes. Some visible vapor will appear during use. This is normal and no cause for concern. When finished using the appliance, slide the 'ON/OFF' switch to the 'OFF' position, and allow the appliance to cool completely. Appliance is now ready for storage.

{Graphics and/or subtitles will be added to final printed labeling}

*{The following directions will be used when mats are sold with or used in the appliance with holster;}*

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. Use one appliance per each 225 square feet (an area 15' x 15') or 15 feet in diameter. Use more appliances in larger areas. Do not expose appliance or mats to rain. Do not contaminate food. Do not leave appliance unattended or use in windy conditions.

1. Remove the appliance cover and butane cartridge cap.
2. Screw the cartridge into the opening of the appliance. Make sure the cartridge is fully inserted by turning it clockwise until it stops. Replace the appliance cover.
3. Slide narrow end of the ThermaCELL® appliance into the very bottom of holster sleeve.
4. Make sure that holster straps are directly below the grill and above the ON/OFF switch.
5. Pull "hood" of holster up over wide end of appliance. Ensure that holster is not covering the grill. Line up the round hole in the end of the hood with the appliance's ignition viewing light.
6. Insert spare cartridge and mats in holster side pouches if desired. One ThermaCELL® butane cartridge lasts up to 12 hours {11 gm} [up to 28 hours {26 gm}]. If your appliance fails to heat, it may be out of fuel. Check



the fuel level by holding the appliance vertically and looking at the fuel gauge on the bottom. You can see the amount of butane in the cartridge. Replace if empty.

7. Remove one [product name] mat from wrapper. One mat lasts up to 4 hours. Mat turns from pale blue to white when active ingredient has been exhausted.
8. Make sure the 'ON/OFF' switch on the appliance is in the 'OFF' position. Insert the mat under the appliance's black grill. To change mats, slide the 'ON/OFF' switch to 'OFF' and allow the appliance to cool completely. Push the used mat out by inserting a new one.
9. Slide the 'ON/OFF' switch to the 'ON' position; the butane gas will begin to flow.
10. Wait approximately 5 to 10 seconds then depress the start button three to five times in rapid succession.
11. To verify the appliance is operating, pick it up and check the lens on the end of the appliance. The light at the end of the appliance glows when the appliance is heating. If the light is not glowing, check to make sure the appliance is 'ON' and cartridge is completely screwed into place; then once again depress the start button three to five times in rapid succession. Check to make sure the light is glowing.
12. Adjust the holster's straps as needed to secure your appliance to a stable, horizontal surface such as a tree stand or tree limb with the grill side facing up. Alternatively, snap the straps together above the appliance and hang it from a hook or bracket with the grill side facing up.
13. Do not touch the grill; it will be hot after a couple of minutes. Some visible vapor will appear during use. This is normal and no cause for concern. When finished using the appliance, slide the 'ON/OFF' switch to the 'OFF' position, and allow the appliance to cool completely. Appliance is now ready for storage.
14. To change butane cartridge, simply undo one or both snaps near the narrow end of the holster. Remove appliance cover and cartridge cap. Unscrew old cartridge and replace with the new one. Replace appliance cover and snap holster bottom back into place.

{Graphics and/or subtitles will be added to final printed labeling}

***{The following directions will be used when mats are sold with or used in the compact appliance:}***

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. Use one appliance per each 225 square feet (an area 15' x 15') or 15 feet in diameter. Use more appliances in larger areas. Do not expose appliance or mats to rain. Do not contaminate food. Do not leave appliance unattended or use in windy conditions. Match or lighter required to operate. **To change mats**, unscrew the cartridge at least one full turn and verify that the light has stopped glowing then allow the appliance to cool completely. Push the used mat out by inserting a fresh one.

One ThermaCELL butane cartridge lasts up to 12 hours. If your appliance fails to heat, it may be out of fuel. Check the fuel level by holding the cartridge vertically and looking at the fuel level. You can see the amount of butane in the cartridge. Replace if empty.

1. Remove one [product name] mat from wrapper. Insert the mat under the appliance's grill. One mat lasts up to 4 hours. Mat turns from pale blue to white when active ingredient has been exhausted.
2. Remove the butane cartridge cap. Screw the cartridge into the opening of the appliance; the butane gas will begin to flow. Make sure the cartridge is fully inserted by turning it clockwise until it stops. Slide the window on the end of the appliance open to expose the ignition port. Hold a lit match or lighter near the ignition port for 5 seconds or until a popping sound is heard. To verify the appliance is operating, pick it up and look into the ignition port. An orange light inside glows when the appliance is heating. If the light is not glowing, check to make sure the cartridge is completely screwed into place; then once again hold a lit match or lighter near the ignition port. Check to make sure the light is glowing. Slide the window closed to cover the ignition port.
3. Place the appliance on a flat, stable area with the grill side facing up; do not place the appliance so that it is standing on the cartridge. Do not touch the grill; it will be hot after a couple of minutes. Some visible vapor will appear during use. This is normal and no cause for concern.

4. When finished using the appliance, unscrew the cartridge at least one full turn and verify that the light has stopped glowing; allow the appliance to cool completely. Appliance is now ready for storage.  
{Graphics and/or subtitles will be added to final printed labeling}

***{The following directions will be used when mats are sold with or used in the compact appliance with self start:}***

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. Use one appliance per each 225 square feet (an area 15' x 15') or 15 feet in diameter. Use more appliances in larger areas. Do not expose appliance or mats to rain. Do not contaminate food. Do not leave appliance unattended or use in windy conditions.

To change mats, unscrew the cartridge at least one full turn and verify that the light has stopped glowing then allow the appliance to cool completely. Push the used mat out by inserting a fresh one.

One ThermaCELL® butane cartridge lasts up to 12 hours. If your appliance fails to heat, it may be out of fuel. Check the fuel level by holding the cartridge vertically and looking at the fuel level. You can see the amount of butane in the cartridge. Replace if empty.

1. Remove one [product name] mat from wrapper. Insert the mat under the appliance's grill. One mat lasts up to 4 hours. Mat turns from pale blue to white when active ingredient has been exhausted.
2. Remove the butane cartridge cap. Screw the cartridge into the opening of the appliance; the butane gas will begin to flow. Make sure the cartridge is fully inserted by turning it clockwise until it stops.
3. Slide the start button toward the cartridge until it clicks. Do this three to five times in rapid succession.
4. To verify the appliance is operating, pick it up and check the lens on the end of the appliance. The light at the end of the appliance glows when the appliance is heating. If the light is not glowing, check to make sure the cartridge is completely screwed into place; then once again click the start button three to five times in rapid succession. Check to make sure the light is glowing.
5. Place the appliance on a flat, stable area with the grill side facing up; **do not** place the appliance so that it is standing on the cartridge. Do not touch the grill; it will be hot after a couple of minutes. Some visible vapor will appear during use. This is normal and no cause for concern.
6. When finished using the appliance, unscrew the cartridge at least one full turn and verify that the light has stopped glowing; allow the appliance to cool completely. Appliance is now ready for storage.  
{Graphics and/or subtitles will be added to final printed labeling}

***{The following directions will be used when mats are sold with or used in the lamp:}***

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. It is great for camping. Use one lamp per each 225 square feet (an area 15' x 15') or 15' in diameter. Use more lamps in larger areas. Do not expose lamps or mats to rain. Do not contaminate food. Do not leave lamp unattended or use in windy conditions. [Features] adjustable lamp light. Automatic shut-off switch if lamp tips or is lifted. No messy wax [candles] to drip or spill. Lamp provides diffused [gentle] light as it repels mosquitoes, blackflies, flying insects, bugs and biting flies. Provides up to 4 hours protection per mat. Simply turn lamp on, push the button and enjoy the outdoors in mosquito and bug-free comfort for hours.

At the highest setting each mat lasts up to 2 hours and each ThermaCELL® butane cartridge lasts up to 6 hours {11 gm.} [up to 14 hours {26 gm.}]. At the lowest setting each mat lasts up to 4 hours and each ThermaCELL® butane cartridge lasts up to 12 hours {11 gm.} [up to 28 hours {26 gm.}]. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal and no cause for concern.

1. Remove one [product name] mat from wrapper.
2. With globe in the 'OFF' position, insert the mat under the grill at the top of the lamp.

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3. Remove the butane cartridge cap and screw the cartridge into the opening of the lamp base by turning the cartridge clockwise until it stops. Make sure the cartridge is fully inserted.
4. Place the lamp on a flat stable area. Rotate the globe clockwise to the maximum setting. [Slide the 'ON/OFF' switch to the maximum setting.] The gas will begin to flow.
5. Wait approximately 5 to 10 seconds then depress the start button three to five times in rapid succession.
6. Verify the lamp is operating (lamp will glow). If the lamp fails to glow, check to make sure the lamp is turned on and the cartridge is fully inserted. Also check the cartridge's fuel level. If the fuel level in the cartridge is empty, turn lamp off and replace the cartridge, repeating steps 3 through 6.
7. Adjust the light and the rate at which the repellent and butane are used by turning the globe [by sliding the 'ON/OFF' switch].
8. When finished using the lamp, rotate the globe [slide the 'ON/OFF' switch] to the 'OFF' position. Allow the lamp to completely cool before storing.
9. To replace a used mat, turn off lamp and allow to completely cool. Push the used mat out by inserting a fresh mat.

{Graphics and/or subtitles will be added to final printed labeling}

***{The following directions will be used when mats are sold with or used in the battery-operated color feature ("Mood") lamp;}***

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. It is great for camping. Use one lamp per each 225 square feet (an area 15' x 15') or 15' in diameter. Use more lamps in larger areas. Do not expose lamps or mats to rain. Do not contaminate food. Do not leave lamp unattended or use in windy conditions. [Features adjustable lamp light.] Automatic shut-off switch if lamp tips or is lifted. No messy wax [candles] to drip or spill. Lamp glows in continuously changing colors as it repels mosquitoes, black flies, flying insects, bugs and biting flies. Provides up to 4 hours protection per mat. Simply turn lamp on, push the button and enjoy the outdoors in mosquito and bug-free comfort for hours.

At the highest setting each mat lasts up to 2 hours and each ThermaCELL® butane cartridge lasts up to 6 hours {11 gm.} [up to 14 hours {26 gm.}]. At the lowest setting each mat lasts up to 4 hours and each ThermaCELL® butane cartridge lasts up to 12 hours {11 gm.} [up to 28 hours {26 gm.}]. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal and no cause for concern. Batteries [not included] [included] for the color feature last up to 150 hours [of color operation]. [The colored lights are not adjustable.]

1. Hold the lamp upside down and remove the battery cover. Install 4 AA size batteries (not included) ([included]), making sure they are placed in the directions indicated. Replace battery cover making sure it snaps into place.
2. Remove one [product name] mat from wrapper.
3. With globe in the 'OFF' position, insert the mat under the grill at the top of the lamp.
4. Remove the butane cartridge cap.
5. Screw cartridge into the opening of the lamp base by turning the cartridge clockwise until it stops. Make sure the cartridge is fully inserted.
6. If desired, turn on the color lights by pushing the switch on the bottom of the lamp to '1' ['ON']. The lamp may be used with or without the color lights. [The flame must be lit for the lamp to repel insects.]
7. Place the lamp on a flat stable area. Rotate the globe clockwise to the maximum setting. [Slide the 'ON/OFF' switch to the maximum setting.] The gas will begin to flow.
8. Wait approximately 5 to 10 seconds then depress the start button three to five times in rapid succession.
9. Verify the lamp is operating (lamp will glow). If the lamp fails to glow, check to make sure the lamp is turned on and the cartridge is fully inserted. Also check the cartridge's fuel level. If the fuel level in the cartridge is empty, turn lamp off and replace the cartridge, repeating steps 4 through 9.

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10. Adjust the light and the rate at which the repellent and butane are used by turning the globe [by sliding the 'ON/OFF' switch].
11. When finished using the lamp, rotate the globe [slide the 'ON/OFF' switch] to the 'OFF' position and push the switch on the bottom of the lamp to '0' ['OFF']. Allow the lamp to completely cool before storing.
12. To replace a used mat, turn off lamp and allow to completely cool. Push the used mat out by inserting a fresh mat.

{Graphics and/or subtitles will be added to final printed labeling}

*{The following directions will be used when mats are sold with or used in the LED lamp:}*

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. It is also great for camping. Use one lamp per each 225 square feet (an area 15' x 15') or 15' in diameter. Use more lamps in larger areas. Do not expose lamps or mats to rain. Do not contaminate food. Do not leave lamp unattended or use in windy conditions. No open flame. No messy wax [candles] [to drip or spill]. Lamp provides light and repels mosquitoes, black flies, flying insects, bugs and biting flies. Lamp may be used just as a lamp, just as a mosquito repellent, or for both purposes at the same time. Batteries power the light; heat from the ThermoCELL® cartridge activates the repellent mat and provides mosquito protection for an area the size of an average deck. Simply insert the cartridge, push the [start] button [two buttons] and enjoy the outdoors in mosquito- and bug-free comfort for hours.

1. Remove the battery cover [on the bottom]. Install {number} {size} size batteries (included) ([not included]), [making sure that the batteries are correctly placed in the indicated directions]. Replace battery cover. The batteries will provide lamp light for up to {number} hours; [{number} hours on the 'LOW' setting and {number} hours on the 'HIGH' setting]. [Replacement alkaline batteries will provide lamp light for up to {number} hours; [{number} hours on the 'LOW' setting and {number} hours on the 'HIGH' setting]
2. Remove one [product name] mat from wrapper. Mats last up to 4 hours. Mat turns from pale blue to white when repellent has been exhausted.
3. Make sure the 'ON/OFF' button is in the 'OFF' position. Insert the mat under the grill at the top of the lamp.
4. Remove lamp globe [shade] [globe and top of lamp] from base [stand] by {choose from one of the following}:
  - a. Twisting the globe [shade] clockwise [counterclockwise]
  - b. Unscrewing the globe [shade] clockwise [counterclockwise]
  - c. Releasing [squeezing] [pushing] [turning] the latch [tabs] and removing [lifting out] the lamp [globe] [shade] [and cap] [top of lamp] until it is fully removed [from the base]
  - d. Holding down the base and removing [lifting out] [lifting up] the top of the lamp [until it is fully removed [from the base]
5. Remove the butane cartridge cap. Insert [screw] the cartridge into the [center of the] lamp [globe] [shade]. Make sure the cartridge is fully inserted by turning it clockwise [counterclockwise] until it stops. Replace lamp [globe] [shade] on base [stand]. One ThermoCELL® butane cartridge lasts up to 12 hours.
6. To turn on [activate] lamp light, push the 'light' ['black'] button located on the bottom of the [base of the] lamp [base] [stand]. Push the button once for low light, twice for high light, and three times to turn off the light. [Push the switch to 'LOW' for low light, 'HIGH' for high light and 'OFF' to turn off the light.] The lamp may be used as a mosquito repellent with or without the light being on. [However,] for the lamp to repel mosquitoes and flying insects the mosquito repellent must be activated. If lamp light does not turn on, replace batteries.
7. To turn on [activate] the mosquito repellent push the 'ON/OFF' button to the 'ON' position. The gas will begin to flow.
8. Wait approximately 5 to 10 seconds and then depress the start button three to five times in rapid succession.
9. To verify that the mosquito repellent is activated [working] [operating] check [look at] the circular [view hole] [lens] located on [at] the top [base] [bottom] of the lamp. An orange light will glow. If there is no orange light, check to make sure the lamp is 'ON' and the cartridge is completely screwed into place. Also check the fuel

level in the cartridge. If the fuel level in the cartridge is empty [or near empty], remove [empty] cartridge and replace with a new ThermaCELL® cartridge. Then once again turn the lamp 'ON' and depress the start button three to five times in rapid succession. Check again to make sure the orange light is glowing.

10. Place the lamp on a flat stable area with the lamp grill facing up. Do not touch the grill; it will be hot after a few minutes. Some visible vapor will appear during use. This is normal and no cause for concern. When finished using the lamp, turn [slide] [flip] the 'ON/OFF' button to the 'OFF' position. If using the light, turn [push] the 'light' ['black'] button to "OFF" [to extinguish the lamp light]. Allow lamp to cool completely. Lamp is now ready for storage.
11. To replace a used mat, turn off lamp and allow to cool completely. Push the used mat out by inserting a fresh mat.
12. [To hang the lamp from a pole [hook] (not included), attach lamp bail [hanger] to top of lamp.]  
{Graphics and/or subtitles will be added to final printed labeling}

***{The following directions will be used when mats are sold with or used in the mini lamp:}***

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. It is great for camping. Use one lamp per 225 square feet (an area 15' x 15') or 15 feet in diameter. Use more lamps in larger areas. Do not expose lamps or mats to rain. Do not contaminate food. Do not leave lamp unattended or use in windy conditions. Automatic shut-off switch if lamp tips or is lifted. No messy wax [candles] to drip or spill. Lamp provides diffused [gentle] light as it repels mosquitoes, black flies, flying insects, bugs and biting flies. Provides up to 4 hours protection per mat. Simply screw in the cartridge, light the lamp with any match or lighter and enjoy the outdoors in mosquito- and bug-free comfort for hours. Match or lighter required to operate. Each mat lasts up to 4 hours and each ThermaCELL® butane cartridge lasts up to 12 hours. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal and no cause for concern.

1. Remove one [product name] mat from wrapper.
2. Insert the mat under the grill at the top of the lamp.
3. Remove the butane cartridge cap and screw cartridge into the opening in the lamp base by turning the cartridge clockwise until it stops. The gas will begin to flow. Make sure the cartridge is fully inserted.
4. Place the lamp on a flat, stable area. Flip open the top of the lamp and hold a lit match or lighter near the white tube in the center of the globe. Verify the lamp is operating (lamp will glow), then close the top of the lamp. If the lamp fails to glow check to make sure the cartridge is fully inserted. Also check the cartridge's fuel level. If the fuel level in the cartridge is empty, replace the cartridge and repeat steps 3 and 4.
5. Do not touch the top of the lamp; it will be hot after a couple of minutes. If you have to re-light the lamp, make sure it has completely cooled before opening the top.
6. To move the lamp while it is operating, pick it up by the base while holding the button on the side of the base with your thumb. This will temporarily prevent the automatic shut-off switch from extinguishing the flame when you pick up the lamp.
7. When finished using the lamp, unscrew the cartridge at least one full turn and verify that the lamp is no longer glowing. Allow the lamp to completely cool before storing.
8. To replace a used mat, turn off lamp by unscrewing the cartridge and allow lamp to cool completely. Push the used mat out by inserting a fresh mat.

{Graphics and/or subtitles will be added to final printed labeling}

***{The following directions will be used when mats are sold with or used in the mini lamp with self start:}***

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. This product works well in outdoor areas where there is minimal air movement, such as decks, porches, patios and yards. It is great for camping. Use one lamp per each 225 square feet (an area 15' x 15') or 15 feet in diameter. Use more lamps in

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larger areas. Do not expose lamps or mats to rain. Do not contaminate food. Do not leave lamp unattended or use in windy conditions. Automatic shut-off switch if lamp tips or is lifted. No messy wax [candles] to drip or spill. Lamp provides diffused [gentle] light as it repels mosquitoes, black flies, flying insects, bugs and biting flies. Provides up to 4 hours protection per mat. Simply screw in the cartridge, depress the start button and enjoy the outdoors in mosquito- and bug-free comfort for hours. Each mat lasts up to 4 hours and each ThermoCELL® butane cartridge lasts up to 12 hours. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal and no cause for concern.

1. Remove one [product name] mat from wrapper.
2. Insert the mat under the grill at the top of the lamp.
3. Remove the butane cartridge cap and screw cartridge into the opening in the lamp base by turning the cartridge clockwise until it stops. Make sure the cartridge is fully inserted.
4. Place the lamp on a flat, stable area; the gas will begin to flow. [Wait approximately 5 to 10 seconds then] depress the start button three to five times in rapid succession.
5. Verify the lamp is operating (lamp will glow). If the lamp fails to glow check to make sure the cartridge is fully inserted. Also check the cartridge's fuel level. If the fuel level in the cartridge is empty, replace the cartridge and repeat steps 3 and 4.
6. Do not touch the top of the lamp; it will be hot after a couple of minutes. To move the lamp while it is operating, pick it up by the base while holding the button on the side of the base with your thumb. This will temporarily prevent the automatic shut-off switch from extinguishing the flame when you pick up the lamp.
7. When finished using the lamp, unscrew the cartridge at least one full turn and verify that the lamp is no longer glowing. Allow the lamp to completely cool before storing.
8. To replace a used mat, turn off lamp by unscrewing the cartridge at least one full turn and allow lamp to cool completely. Push the used mat out by inserting a fresh mat.

{Graphics and/or subtitles will be added to final printed labeling}

### Storage and Disposal

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

**Storage:** Store unused mats in original packaging in a cool, dry place inaccessible to children and pets. Store appliance [lamp] and butane cartridges in a cool, dry place away from sources of heat. **Disposal: If empty:** Do not reuse empty packaging, envelopes [wrappers] or cartridges. Do not puncture or incinerate empty cartridges. Place in trash or offer for recycling if available. **If cartridge is partly filled or for unused mats:** Call your local solid waste agency [or 1-800-CLEANUP] for disposal instructions. Never place unused mats down any indoor or outdoor drain.

### PRECAUTIONARY STATEMENTS

#### Hazards to Humans & Domestic Animals

**CAUTION:** Only for outdoor use as an insect repellent. Do not use indoors, in tents or any enclosed area. Harmful if inhaled. Avoid breathing vapors. Do not touch the grill while the appliance [lamp] is in use. The grill is hot while in use. Do not insert anything other than {product name} mats into the appliance [lamp].

#### First Aid

<b>If Inhaled:</b>	<ul style="list-style-type: none"> <li>• Move person to fresh air.</li> <li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible.</li> <li>• Call a poison control center or doctor for further 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-xxx-xxxx for emergency medical treatment information.]

{Note: The first aid statements' grid format will be used if market label space permits; otherwise a paragraph format will be used.}

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### Physical and Chemical Hazards

Place appliance [lamp] on a flat, stable surface [with the grill facing upward]. Do not cover with any material while in use. Clean with a damp cloth only when the appliance [lamp] is cool and inactive.

### Physical and Chemical Hazards – Butane Cartridge

Extremely flammable. Contents under pressure. Keep away from fire, sparks and heated surfaces. Protect the butane cartridge from sunlight. Do not expose cartridge to temperatures above 120°F (50°C); exposure to temperatures above 120°F (50°C) may cause bursting. Do not puncture, break or incinerate butane cartridge, even after use. Butane cartridges other than ThermaCELL® cartridges will not work in this appliance [lamp]. Seller will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent mats.

### Environmental Hazards

This pesticide is highly toxic to fish. Do not apply directly to water. Drift from treated areas may be hazardous to organisms in adjacent aquatic sites.

**Guarantee:** Appliance [lamp] is guaranteed to last {number} year[s] from date of purchase. If [the] appliance [lamp] fails to perform to your satisfaction, send the appliance [lamp] and receipt to {Company Name} for a full refund of purchase price or repair or replacement.

ThermaCELL® is a Registered Trademark of the Schawbel Corporation

{Mat Label}

### ThermaCELL® Mosquito Repellent Mat

#### Active Ingredient:

d-cis/trans allethrin ..... 21.97%

Other Ingredients ..... 78.03%

Total ..... 100.00%

**Keep Out of Reach of Children**

**CAUTION**

**See outer carton for additional precautionary statements  
and Directions for Use.**

**Net Weight: 0.08 oz.**

**EPA Reg. No. 71910-2**

**EPA Est. 43917-ITA-1**

**Manufactured for:**

**The Schawbel Corporation**

100 Crosby Drive

Bedford, MA 01730

Made [and Printed] in Italy

***{ThermaCELL® Butane Cartridge Labeling}***

**ThermaCELL® Butane Cartridge**

Extremely flammable. Contents under pressure. Keep away from fire, sparks and heated surfaces. Protect the butane cartridge from sunlight. Do not expose cartridge to temperatures above 120°F (50°C); exposure to temperatures above 102°F (50°C) may cause bursting. Do not puncture, break or incinerate butane cartridge, even after use. Keep cartridge out of children's reach. Use only with ThermaCELL® products. Seller is not responsible for damage caused by using this butane cartridge in other butane products.

Net Weight: 0.42 oz.

**The Schawbel Corporation**

100 Crosby Drive  
Bedford, MA 01730

[ThermaCELL® is a Registered Trademark of the Schawbel Corporation]

***{Appliance Labeling}***

***{Promotional Item Language (when appliance is used as a promotional item):}***

NWTF Logo National Wild Turkey Federation

Team Realtree Logo [America's Most Versatile Camo Pattern]

Realtree Hardwoods Green HD Logo

Droll Yankees® Logo; Droll Yankees® The World's Best Bird Feeders

**ThermaCELL® Mosquito Repellent Appliance**

**CAUTION - HOT SURFACE**

**Keep Out of Reach of Children**

Only for outdoor use as an insect repellent. Do not use indoors, in a tent or any enclosed area. Do not touch the [black] grill while the appliance is in use. [Black] [G]grill is hot while in use. Place on a flat, stable surface with the [black] grill facing upward. Do not cover with any material while in use. Do not expose appliance to rain. Read ***Directions for Use*** and ***Precautionary Statements*** prior to use. Butane cartridges and mats other than ThermaCELL® will not work in this appliance. Seller will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent mats.

**The Schawbel Corporation**

100 Crosby Drive  
Bedford, MA 10730  
781-541-6900

[www.mosquitorepellent.com](http://www.mosquitorepellent.com)

U.S. Patent Nos. 5,700,430; D423,071

[ThermaCELL® is a Registered Trademark of the Schawbel Corporation]



**{Lamp Labeling:}**

**{Promotional Item Language (when lamp is used as a promotional item):}**

NWTF Logo National Wild Turkey Federation

Team Realtree Logo [America's Most Versatile Camo Pattern]

Realtree Hardwoods Green HD Logo

Droll Yankees® Logo; Droll Yankees® The World's Best Bird Feeders

**ThermaCELL® Mosquito Repellent Lamp**

**CAUTION - HOT SURFACE**  
**Keep Out of Reach of Children**

Only for outdoor use as an insect repellent. Do not use indoors, in a tent or any enclosed area. Do not touch the grill while in use. Grill is hot while in use. Place on a flat, stable surface with the grill facing upward. Do not cover with any material while in use. Do not expose lamp to rain. Read **Directions for Use** and **Precautionary Statements** prior to use. Butane cartridges and mats other than ThermaCELL® will not work in this lamp. Seller will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent mats.

**The Schawbel Corporation**  
100 Crosby Drive  
Bedford, MA 01730  
[www.mosquitorepellent.com](http://www.mosquitorepellent.com)

U.S. Patent Numbers 6,033,212 C1; 5,700,430; D300,606  
[ThermaCELL® is a Registered Trademark of the Schawbel Corporation]

[Refill Labeling]

# ThermaCELL<sup>®</sup> Mosquito Repellent

## REFILLS

{Select appropriate marketing verbiage from "Marketing Text" section}

For Use in {product name} Appliance, Compact Appliance, Compact Appliance with Self Start, Lamp,  
LED Lamp, Mini-Lamp, Mini-Lamp with Self Start and Mood Lamp  
{illustration of units}

**Active Ingredient:**

d-cis/trans allethrin .....	21.97%
Other Ingredients .....	78.03%
Total .....	100.00%

Keep Out of Reach of Children

### CAUTION

See back [side] [bottom] panel for additional  
precautionary statements.

[This Package] Contains

{Number} Butane [ThermaCELL<sup>®</sup>] Cartridge(s)  
Net Weight 0.42 oz. each

and

{Number} [Insect] Repellent Mat(s)  
Net Weight 0.08 oz. each

EPA Reg. No. 71910-2

EPA Est. 71998-THA-1

Manufactured for:  
The Schawbel Corporation  
100 Crosby Drive  
Bedford, MA 01730  
{[website]}  
Toll Free: 1-8-NO SKEETERS  
Made and Printed in Italy  
Mats Made in Italy

Protected by one or more of the following U.S. Patents: 5,700,430; D300,606; 6,033,212 C1

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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.

For best results allow 10 to 30 minutes, depending upon area, for product to take effect. Each mat lasts up to 4 hours and each cartridge lasts up to 12 {11 gm} [28 {26 gm}] hours. Mats turn from pale blue to white when repellent has been exhausted. Use one appliance/lamp for each 225 square feet or 15 feet in diameter. Use more appliances/lamps in larger areas. Do not expose appliance/lamp or mats to rain. To change mats, make sure appliance/lamp is off and cool, then push used mat out by inserting a fresh one. Do not contaminate food. Do not leave appliance/lamp unattended or use in windy conditions. [Match or lighter required to operate.]

ThermaCELL® Mosquito Repellent and LED Lamp	ThermaCELL® Mosquito Repellent Lamp
<ol style="list-style-type: none"> <li>1. Remove one mat from wrapper.</li> <li>2. With appliance or LED lamp off and completely cool, insert mat under grill.</li> <li>3. Remove appliance cover or LED lamp top and butane cartridge cap. Screw cartridge into appliance or LED lamp globe and replace appliance cover [if provided] or LED lamp top.</li> <li>4. <b>Full Size Appliance and LED lamp:</b> Move switch to 'ON', wait 5 to 10 seconds then depress start button 3 to 5 times in rapid succession. <b>Compact Appliance:</b> Slide open window covering ignition port. Hold lit match or lighter near ignition port. Slide window closed to cover ignition port. <b>Compact Appliance with self-start:</b> Screw cartridge into appliance, wait 5 to 10 seconds then click start button 3 to 5 times in rapid succession.</li> <li>5. Verify appliance or LED lamp is heating; [orange] light will glow. Place on a flat, stable area.</li> <li>6. <b>Full Size Appliance and LED lamp:</b> When finished using, turn switch to 'OFF'. <b>Compact Appliances:</b> When finished using, unscrew cartridge.</li> <li>7. Allow to completely cool and then store.</li> </ol>	<ol style="list-style-type: none"> <li>1. Remove one mat from wrapper.</li> <li>2. With lamp off and completely cool, insert mat under grill.</li> <li>3. Remove butane cartridge cap and screw into lamp base opening. Place lamp on a flat, stable area.</li> <li>4. <b>Full Size Lamp:</b> Rotate globe [Slide switch] to 'MAX' setting, wait 5 to 10 seconds then depress start button 3 to 5 times in rapid succession. <b>Mini Lamp:</b> Open lamp cover and hold a lit match or lighter near white tube in center. Close lamp cover. <b>Mini Lamp with self-start:</b> Screw cartridge into lamp base opening [wait 5 to 10 seconds] then depress start button 3 to 5 times in rapid succession.</li> <li>5. Verify lamp is operating; lamp will glow. For full size lamp, adjust light by turning globe [sliding switch].</li> <li>6. <b>Full Size Lamp:</b> When finished using lamp, rotate globe [slide switch] to 'OFF' position. <b>Mini Lamp:</b> When finished using lamp, unscrew cartridge.</li> <li>7. Allow lamp to completely cool and then store.</li> </ol>

## Storage and Disposal

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

**Storage:** Store unused mats in original packaging in a cool, dry place inaccessible to children and pets. Store unit and butane cartridges in a cool, dry place away from sources of heat. **Disposal: If empty:** Do not reuse empty packaging, envelopes [wrappers] or cartridges. Do not puncture or incinerate empty cartridges. Place in trash or offer for recycling if available. **If cartridge is partly filled or for unused mats:** Call your local solid waste agency [or 1-800-CLEANUP] for disposal instructions. Never place unused mats down any indoor or outdoor drain.

## PRECAUTIONARY STATEMENTS

### Hazards to Humans & Domestic Animals

**CAUTION:** Only for outdoor use as an insect repellent. Do not use indoors, in tents or any enclosed area. Harmful if inhaled. Avoid breathing vapors. Do not touch the grill while the appliance [lamp] is in use. The grill is hot while in use. Do not insert anything other than [product name] mats into the appliance [lamp].

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### First Aid

<b>If Inhaled:</b>	<ul style="list-style-type: none"> <li>• Move person to fresh air.</li> <li>• If person is not breathing, call 911 or an ambulance, then give artificial respiration, preferably by mouth-to-mouth, if possible.</li> <li>• Call a poison control center or doctor for further treatment advice.</li> </ul>
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-xxx-xxxx for emergency medical treatment information.]	

{Note: The first aid statements' grid format will be used if market label space permits; otherwise a paragraph format will be used.}

### Physical and Chemical Hazards

Place appliance [lamp] on a flat, stable surface [with the grill facing upward]. Do not cover with any material while in use. Clean with a damp cloth only when the appliance [lamp] is cool and inactive.

#### Physical and Chemical Hazards – Butane Cartridge

Extremely flammable. Contents under pressure. Keep away from fire, sparks and heated surfaces. Protect the butane cartridge from sunlight. Do not expose cartridge to temperatures above 120°F (50°C); exposure to temperatures above 120°F (50°C) may cause bursting. Do not puncture, break or incinerate butane cartridge, even after use. Butane cartridges other than ThermaCELL® cartridges will not work in this appliance [lamp]. Seller will not be held responsible for damage, injury or poor performance caused by use of other butane cartridges or repellent mats.

### Environmental Hazards

This pesticide is highly toxic to fish. Do not apply directly to water. Drift from treated areas may be hazardous to organisms in adjacent aquatic sites.

#### {Marketing Text for use on boxes:}

- Additional products made by ThermaCELL include: {graphics and names of appliance, compact appliance, compact appliance with self start, holster, lamp, LED lamp, mini-lamp, mini-lamp with self start and mood lamp}
- Also works on [repels] black flies
- Automatic shut-off switch if lamp tips or is lifted
- Buy one get one free
- Continuous
- Continuous[ly] changing color
- Convenient
- Cordless
- Coupon inside
- Easily fits in a backpack, purse or small bag
- Easy to use
- Effective
- No candle, no messy wax, no open flame
- [No] match or lighter required to operate
- No messy sprays or lotions
- Odor free [and] silent
- Portable
- Powered by ThermaCELL®
- Refills [are] available

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- ThermaCELL® makes [sells] additional mosquito repellent products, including {graphics and names of appliance, compact appliance, compact appliance with self start, holster, lamp, LED lamp, mini-lamp, mini-lamp with self start and mood lamp}
- ThermaCELL® product line includes {graphics and names of appliance, compact appliance, compact appliance with self start, holster, lamp, LED lamp, mini-lamp, mini-lamp with self start and mood lamp}
- ThermaCELL® refills may be used in all [any] ThermaCELL® Mosquito Repellent products
- Value [Summer] [Bonus] Pack: {number} dollar savings [off regular price]
- Value [Summer] [Bonus] [Backyard] [Multi-] Pack: {number} [free] refills [appliance,] [compact appliance,] [compact appliance with self start,] [holster,] [lamp,] [LED lamp,] [mini-lamp,] [mini-lamp with self start,] [mood lamp]

#### Repellency

- Batteries last up to 150 hours
- [Each] cartridge lasts up to 12 hours
- Each mat lasts up to 4 hours
- Provides 15 ft diameter protection
- Provides 225 sq ft of protection for up to 4 hours per mat
- Repellency lasts up to {number} hours {"number" determined by number of mats in box multiplied by 4 hours per mat}
- Repellent Lasts up to 4 hours [per mat]
- Repels [protects outdoor areas from] mosquitoes, black flies and other flying insects
- Repels mosquitoes and black flies for up to {number} hours {"number" determined by number of mats in box multiplied by 4 hours per mat}
- Repels mosquitoes using a heat-activated repellent mat
- Repels mosquitoes, black flies and other [outdoor] flying insects from an area up to 15 by 15 feet
- Repels mosquitoes, black flies and other [outdoor] insects in an area as large as an average size deck or patio [from an average size deck, patio] for hours
- Repels mosquitoes, black flies and other [outdoor] flying insects creating a zone [area] [cell] of protection

#### Zone of Protection

- Creates a 15 x 15 ft zone [area] [cell] of protection
- Creates a zone [area] [cell]
- ThermaCELL® Bug-Free Zone [Area] [Cell]
- ThermaCELL® No-Bite Zone [Area] [Cell]
- ThermaCELL® No-Fly Zone [Area] [Cell]

#### How it [ThermaCELL® Mosquito Repellents] Work

- Heat-activated repellent mat drives away mosquitoes, black flies and other [outdoor] flying insects
- Heating the repellent mat releases repellent into the air and provides protection from mosquitoes, black flies and other [outdoor] flying insects
- Repellent mat releases repellent when heated by the ThermaCELL® [power] cartridge
- ThermaCELL® cartridge heats the repellent mat; repellent is released creating a zone [area] [cell] of protection

#### Where Product is Used

Ideal [great] for [protect your] backyard[s], barbecues, camping, decks, fishing, gardening, hunting, little league games, [other] social events [gatherings], outdoor dining, parties, patios, picnics, spectator sports [and yards]

#### Scent

- No game-spooking odors
- No odor [scent] [smell]
- Odor free
- Place product upwind for maximum protection
- Repellent does not spook game
- Won't spook game

#### Other

- Effective protection without sprays or lotions
- Enjoy outdoor activities without annoying mosquitoes
- Enjoy the outdoors again
- Gets rid of mosquitoes in minutes and lasts for hours
- Protect your family from mosquitoes and biting insects
- Protects outdoor areas from mosquitoes and black flies
- Refills available wherever Schawbel [ThermaCELL®] repellent products are sold
- The repellent you don't [have to] put on [apply to your skin]
- The Schawbel Corporation [Schawbel] offers convenient refill kits for use with this product

#### Lamp

- [Dual use:] Repels mosquitoes and provides [bright] light
- If lamp light stops working, replace batteries
- Lamp + Mosquito repellent
- New {in all cases, will be used for only six months after new product introduction into the market}
- New lamp provides {x}% more light than an ordinary candle
- New lamp provides bright light
- No exposed flame while in use
- Repellent and light can be used together or separately
- Use the lamp just for light, or just to repel mosquitoes and other [outdoor] flying insects, or for both purposes at the same time

#### Mini-appliances and lamps with self-starters

- Easy to light [start]; no match or lighter needed
- New easy start on [button]; no match needed to light
- New quick start feature; no match needed to light

#### Holster

- Holster provides storage for extra cartridge and mats
- Holster secures unit to most objects with convenient strap and buckle
- The holster is the "no hands" way to transport and secure the ThermaCELL® Mosquito Repellent appliance
- The holster makes it easy to attach the appliance to a deck railing, tree branch, fence or almost any object
- The holster makes it easy to hang the appliance from a hook, nail, deck railing, tree branch, fence or almost any object

Mosquitoes, black flies, bugs, outdoor flying insects and biting flies can spoil just about any outdoor activity whether you are entertaining guests at a barbecue or working in your backyard. Now you can alleviate the annoyance from these insects with passive protection for up to four hours. This product efficiently repels and reduces the annoyance of mosquitoes, black flies, outdoor flying insects, bugs and biting flies in an area as large as an average-size deck or patio (15 feet in diameter or 225 square feet [an area 15' by 15'] for up to {number} hours. This product is portable and can be taken anywhere you expect annoying mosquitoes, black flies, outdoor flying insects, bugs and biting flies to be a problem. For use in backyards, other recreational areas and on patios, decks, etc.

This product is odor free and silent so you can use it in comfort; it pleasantly protects your outdoor areas from mosquitoes, black flies, flying insects, bugs and biting flies. Its design is attractive so you will be comfortable using it when you entertain guests, yet functional so it is effective and easy to use. Makes outdoor evenings and outings enjoyable again! Simply insert the cartridge and repellent mat and push two buttons to start. [Simply [install the batteries.] insert the cartridge and light with a match or lighter.] It silently and continuously releases a repellent that protects your outdoor area from mosquitoes, black flies, outdoor flying insects, bugs and biting flies for up to {number} hours.

Promotional item language (when appliance, lamp or holster are used as promotional items)

NWTF Logo National Wild Turkey Federation

Team Realtree logo [America's Most Versatile Camo Pattern]

Realtree Hardwoods Green HD logo

Droll Yankees® logo; Droll Yankees® The World's Best Bird Feeders

{Universal Substitutions:

- "Device" for "appliance"
- "Mat slot area" for "grill"
- "Lantern" or "light" for "lamp"
- "Area mosquito repellent" for "mosquito repellent"
- "Asian", "Patio", "Backyard" for "LED"

{Terms that may be used interchangeably:

- Button, switch, knob, lever
- Push, slide, turn, flip, click}

[ ] Denotes alternate/optional verbiage

{ } Denotes verbiage not printed on market labeling