

71910-2

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UNITED STATES ENVIRONMENTAL PROTECTION AGENCY

WASHINGTON, D.C. 20460

NOV 26 2007

OFFICE OF
PREVENTION, PESTICIDES AND
TOXIC SUBSTANCES

The Schawbel Corporation
c/o Kim Davis, Regwest Company, LLC, Agent
30856 Rocky Road
Greeley, CO 80631-9375

Dear Ms Davis:

Subject: Thermacell® Mosquito Repellent
EPA Reg. No. 71910-2
Submission dated 8/29/07

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:

The label and the butane cartridge must bear the following Physical and Chemical Hazards statement:

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

The label text for all formulations must be identical (40CFR152.43(b)(3)). Therefore all marketing claims referring to alternate formulations must be deleted. Alternately, you may submit any alternate formulation as part of an application for a new registration.

Move the following instructions to the Use Restrictions:

Cover or remove all exposed food. Do not leave appliance/lamp unattended or use in windy conditions. Do not attach this appliance to your body or clothing.

Delete the following sentence which may lead to misuse:

Use more appliances in larger areas.

Clarify what is meant by "area" in the following statement: "For best results allow 10 to 30 minutes, depending on area, for product to take effect."

Delete the website. A reference to a website is collateral labeling, which has not been presented for review.

Delete references to adding subtitles later. Subtitles are part of the label. You may not add subtitles to the final printed labeling without an amendment or notification.

On page 2 the header says the directions will be used when mats are sold with or used in the appliance with holder. However the directions under this heading also refer to a lamp. These directions must be clarified.

On page 2, clarify whether the holder is the fabric holder or some other sort of holder.

On page 3, delete the following directions, which are not consistent with securing the appliance to a stable horizontal surface:
Alternatively, snap the straps together above the appliance and hang it from a hook or bracket with the grill side facing up.

This registration specifies butane cartridges in two different sizes. All references to the length of time the butane cartridge lasts must specify the size of the butane cartridge in fluid ounces.

On page 4, the heading refers to mats sold with or used in the compact appliance. The directions which follow also refer to a lamp. These directions must be clarified.

Up to page 6, all butane cartridges are inserted by turning them clockwise. On page 6, reference is made to inserting the butane cartridges by turning them clockwise [counterclockwise]. To avoid a potentially dangerous situation involving incorrectly inserted butane cartridges, the label must clarify how the user will know whether they have a butane cartridge threaded for clockwise or counterclockwise insertion. In addition, all replacement cartridges must be labeled for clockwise or counterclockwise insertion, and all devices associated with this registration must specify whether they require clockwise or counterclockwise threaded butane cartridges.

On page 6, LED lamp instruction #9, the user is told "to make sure the lamp is 'on'" ... Verify that the lamp must be on and not that the repellent button on/off switch must be in the "on" position.

Delete directions to hang the lamp from a pole/hook. This is not a flat, stable surface.

Revise the disposal statements to include instructions for disposal of devices, lamps, and appliances.

Delete the brackets from the first aid statements. These statements are not optional.

Graphics must not detract from the precautionary statements or directions for use. Graphics may not include pictures of children, use around surface water, or food or pictures of the device being attached to a person or the person's clothing.

Delete the following comparative safety claims:

Cordless

No candle, no messy wax; no messy wax {candles} to drip or spill

No open flame

No exposed flame while in use

All repellency claims other than 4 hours per mat must show the user how they are calculated.

The refill directions on page 13 must be revised to include what the user must do if the appliance or lamp is not working, as is done in the directions for use on pages 2-8. Alternately, the label may refer the user to the directions for use on the original product label, provided that those directions are revised to tell the user to store the appliance/lamp in the original box after the appliance/lamp has cooled completely.

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

Delete "fishing" from the places where product may be used, as it detracts from the Environmental Hazards statements.

Delete the following claims, which imply 100% efficacy:

Enjoy outdoor activities without annoying mosquitoes

Protect your family from mosquitoes and biting insects

Protects outdoor areas from mosquitoes and black flies

...it pleasantly protects your outdoor areas...

..protect your...

Delete the following claims which detract from the Precautionary Statements:

Enjoy the outdoors again.

Enjoy the outdoors for hours.

Makes outdoor evening and outings enjoyable again.

Delete from the directions for use or marketing claims the following, which detract from the precautionary statements and are false and misleading within the meaning of 40CFR 156.10(a)(5)(iii):

Lamp may be used as just a lamp.

Repellent and light can be used together or separately.

Use the lamp just for light.

Lamp provides bright light.

Delete the following claim, which detracts from the directions for use

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Repels mosquitoes in minutes...

Delete or clarify the reference to "passive repellency".

Delete the following marketing claim which detracts from the precautionary statements and the storage directions:

Easily fits in a backpack, purse or small bag during transport.

On pages 3 and 16, delete the language about storing the extra cartridge and mats in the holder, as it detracts from the physical and chemical hazards statements and the storage statements.

The appliances, lamps and holders must bear the following information: the EPA registration number and establishment number, the Signal word Caution, the statement Keep out of Reach of Children and a reference to the accompanying label. These statements must be placed so that they are visible when the appliance or lamp is in use.

Revise claims to repel biting flies to read biting blackflies.

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

All marketing claims must specify the device/lamp to which they refer. The claims listed below do not apply to all devices associated with this registration. These claims must be limited claims to the devices to which they apply:

automatic shut off

No match or lighter required to operate.

Batteries last a maximum of 150 hours

As a condition of registration, within 60 days you must submit documentation that the holder securing device is constructed of non-flammable material.

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

Sincerely,



Richard Gebken

Product Manager 10

Insecticide Branch

Registration Division (7505P)

ThermaCELL[®] Mosquito Repellent

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

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

1 [Reusable] Appliance [Lamp]

{Number} Butane [ThermaCELL[®]] Cartridge(s)
Net Contents 0.73 [1.58] fl. 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:

NOV 26 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 (ThermaCELL® Mosquito Repellent):}

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, unenclosed 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. Cover or remove all exposed food. Do not leave appliance unattended or use in windy conditions. Do not attach this appliance to your body or clothing. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

1. Remove one [product name] mat from wrapper. One mat lasts a maximum of 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 a maximum of 12 hours {0.73 fl. oz.} [a maximum of 28 hours {1.58 fl. oz.}]. 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. 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 holder (ThermaCELL® Mosquito Repellent):}

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, unenclosed 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. Cover or remove all exposed food. Do not leave appliance unattended or use in windy conditions. Do not attach this appliance to your body or clothing. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

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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 holder sleeve.
4. Make sure that holder straps are directly below the grill and above the ON/OFF switch.
5. Pull "hood" of holder up over wide end of appliance. Do not cover the grill. Line up the round hole in the end of the hood with the appliance's ignition viewing light.
6. One ThermaCELL® butane cartridge lasts a maximum of 12 hours {0.73 fl. oz.} [a maximum of 28 hours {1.58 fl. oz.}]. 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. Spare cartridges and mats may be stored in the holder's side pockets.
7. Remove one [product name] mat from wrapper. One mat lasts a maximum of 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 holder's straps as needed to secure your appliance to a stable, horizontal surface such as a tree stand 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. 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 holder. Remove appliance cover and cartridge cap. Unscrew old cartridge and replace with the new one. Replace appliance cover and snap holder 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 (ThermaCELL® Compact Mosquito Repellent):}

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, unenclosed 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. Cover or remove all exposed 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. Do not attach this appliance to your body or clothing.

Use Restrictions: 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

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One ThermaCELL® butane cartridge lasts a maximum of 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 a maximum of 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.
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 (ThermaCELL® Compact Mosquito Repellent):}

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, unenclosed 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. Cover or remove all exposed food. Do not leave appliance unattended or use in windy conditions. Do not attach this appliance to your body or clothing. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats. 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 a maximum of 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 a maximum of 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.

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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.
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 (ThermaCELL® Mosquito Repellent Lantern):}

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, unenclosed 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. Cover or remove all exposed 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. Lamp provides diffused [gentle] light as it repels mosquitoes, blackflies, flying insects, bugs and biting flies. Provides a maximum of 4 hours repellency per mat. Simply turn lamp on, push the button and enjoy the outdoors for hours. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

At the highest setting each mat lasts a maximum of 2 hours and each ThermaCELL® butane cartridge lasts a maximum of 6 hours {0.73 fl. oz.} [a maximum of 14 hours {1.58 fl. oz.}]. At the lowest setting each mat lasts a maximum of 4 hours and each ThermaCELL® butane cartridge lasts a maximum of 12 hours {0.73 fl. oz.} [a maximum of 28 hours {1.58 fl. oz.}]. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal.

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.
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}

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{The following directions will be used when mats are sold with or used in the LED lamp (ThermaCELL® Mosquito Repellent Patio Lantern):}

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, unenclosed 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. Cover or remove all exposed food. Do not leave lamp unattended or use in windy conditions. No open flame. Lamp provides light and repels mosquitoes, black flies, flying insects, bugs and biting flies. Batteries power the light; heat from the ThermaCELL® cartridge activates the repellent mat and provides mosquito repellency for an area the size of an average deck. Simply insert the cartridge, push the [start] button [two buttons] and enjoy the outdoors for hours. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

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 a maximum of {number} hours; [{number} hours on the 'LOW' setting and {number} hours on the 'HIGH' setting]. [Replacement alkaline batteries will provide lamp light for a maximum of {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 a maximum of 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 ThermaCELL® butane cartridge lasts a maximum of 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. When finished using the lamp, turn [slide]

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[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 (ThermaCELL® Mini Mosquito Repellent Lantern):}

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, unenclosed 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. Cover or remove all exposed food. Do not leave lamp unattended or use in windy conditions. Automatic shut-off switch if lamp tips or is lifted. Lamp provides diffused [gentle] light as it repels mosquitoes, black flies, flying insects, bugs and biting flies. Provides a maximum of 4 hours repellency per mat. Simply screw in the cartridge, light the lamp with any match or lighter and enjoy the outdoors for hours. Match or lighter required to operate. Each mat lasts a maximum of 4 hours and each ThermaCELL® butane cartridge lasts a maximum of 12 hours. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

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 (ThermaCELL® Mini Mosquito Repellent Lantern):}

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, unenclosed 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 larger areas. Do not expose lamps or mats to rain. Cover or remove all exposed food. Do not leave lamp

unattended or use in windy conditions. Automatic shut-off switch if lamp tips or is lifted. Lamp provides diffused [gentle] light as it repels mosquitoes, black flies, flying insects, bugs and biting flies. Provides a maximum of 4 hours repellency per mat. Simply screw in the cartridge, depress the start button and enjoy the outdoors for hours. Each mat lasts a maximum of 4 hours and each ThermaCELL® butane cartridge lasts a maximum of 12 hours. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal. **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

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}

{The following directions will be used when mats are sold with or used in the mini lamp with self start and on-off button (also ThermaCELL® Mini Mosquito Repellent Lantern):}

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, unenclosed 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 larger areas. Do not expose lamps or mats to rain. Cover or remove all exposed food. Do not leave lamp unattended or use in windy conditions. Automatic shut-off switch if lamp tips or is lifted. Lamp provides diffused [gentle] light as it repels mosquitoes, black flies, flying insects, bugs and biting flies. Provides a maximum of 4 hours repellency per mat. Simply screw in the cartridge, turn on the on-off button by pressing the button to the 'ON' (in) position, wait 5 to 10 seconds, press the start button three to five times and enjoy the outdoors for hours. Each mat lasts a maximum of 4 hours and each ThermaCELL® butane cartridge lasts a maximum of 12 hours. Mat turns from pale blue to white when repellent has been exhausted. Some visible vapor will appear during use. This is normal. **Use Restrictions:** 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]. Place appliance [lamp] on a flat, stable surface with the grill facing upward. Press the on-off button to the 'OFF' (out) position when not in use. Clean with a damp cloth only when the appliance [lamp] is cool and inactive. 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 cause by use of other butane cartridges or repellent mats.

1. Remove one [product name] mat from wrapper.
2. Make sure the on-off button is in the "OFF" (out) 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 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. Push the on-off button to the 'ON' (in) position; 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 that the on-off button is in the 'ON' (in) position and the cartridge is fully inserted. Also check the cartridge's fuel level. If the fuel level in the cartridge is empty turn off the lamp, replace the cartridge and repeat steps 3 through 6.
7. 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.
8. When finished using the lamp, press the on-off button to the 'OFF' (out) position and verify that the lamp is no longer glowing. Allow the lamp to completely cool before storing.
9. To replace a used mat, turn off lamp by pressing the on-off button to the 'OFF' (out) position 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 cartridge is empty or for used mats:** 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 for disposal instructions. Never place unused mats down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

Hazards to Humans & Domestic Animals

CAUTION: Harmful if inhaled. Avoid breathing vapors.

First Aid

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

Physical and Chemical Hazards

Do not touch the grill while the appliance [lamp] is in use; the grill is hot while in use. Protect the butane cartridge from sunlight. Do not puncture, break or incinerate the butane cartridge, even after use.

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.

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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

Keep Out of Reach of Children

CAUTION

Physical and Chemical Hazards

Protect the butane cartridge from sunlight. Do not puncture, break or incinerate the 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.

See box for additional precautionary statements.

Net Contents: 0.73 [1.58] fl. 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

ATTENTION - HOT SURFACE
Keep Out of Reach of Children
CAUTION

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** on box 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

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

ATTENTION - HOT SURFACE

Keep Out of Reach of Children

CAUTION

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** on box 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

U.S. Patent Numbers 6,033,212 C1; 5,700,430; D300,606

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

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[Refill Labeling]

ThermaCELL[®] 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 Mini Lamp with Self-Start and On-Off Button
{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[®]] Cartridge(s)
Net Contents 0.73 [1.58] fl. 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 a maximum of 4 hours and each cartridge lasts a maximum of 12 {0.73 fl. oz.} [28 {1.58 fl. oz.}] 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. Cover or remove all exposed food. Do not leave appliance/lamp unattended or use in windy conditions. [Match or lighter required to operate.] **Use Restrictions:** 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]. 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. 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 cause by use of other butane cartridges or repellent mats.

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

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 cartridge is empty or for used mats: 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 for disposal instructions. Never place unused mats down any indoor or outdoor drain.

PRECAUTIONARY STATEMENTS

Hazards to Humans & Domestic Animals

CAUTION: Harmful if inhaled. Avoid breathing vapors.

First Aid

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

Do not touch the grill while the appliance [lamp] is in use; the grill is hot while in use. Protect the butane cartridge from sunlight. Do not puncture, break or incinerate the butane cartridge, even after use.

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, holder, lamp, LED lamp, mini-lamp, mini-lamp with self start}
- Also works on [repels] black flies
- Automatic shut-off switch if lamp tips or is lifted
- Buy one get one free
- Convenient
- Cordless
- Coupon inside
- Easily fits in a backpack, purse or small bag during transport
- Easy to use
- Effective
- No candle, no messy wax; no messy wax [candles] to drip or spill
- No open flame
- [No] match or lighter required to operate

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- Odor free [and] Silent
- Portable
- Powered by ThermaCELL®
- Refills [are] available
- ThermaCELL® makes [sells] additional mosquito repellent products, including {graphics and names of appliance, compact appliance, compact appliance with self start, holder, lamp, LED lamp, mini-lamp, mini-lamp with self start}
- ThermaCELL® product line includes {graphics and names of appliance, compact appliance, compact appliance with self start, holder, lamp, LED lamp, mini-lamp, mini-lamp with self start }
- 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,] [holder,] [lamp,] [LED lamp,] [mini-lamp,] [mini-lamp with self start]}

Repellency

- Batteries last a maximum of 150 hours
- [Each] cartridge lasts a maximum of 12 hours
- Each mat lasts a maximum of 4 hours
- Provides 15 ft diameter repellency
- Provides 225 sq ft of repellency for a maximum of 4 hours per mat
- Repellency lasts a maximum of {number} hours {"number" determined by number of mats in box multiplied by 4 hours per mat}
- Repellent Lasts a maximum of 4 hours [per mat]
- Repels mosquitoes, black flies and other flying insects
- Repels mosquitoes and black flies for a maximum of {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 a maximum of 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 [area] of repellency

How it [ThermaCELL® Mosquito Repellents] Work

- Heat-activated repellent mat repels mosquitoes, black flies and other [outdoor] flying insects
- Heating the repellent mat releases repellent into the air and provides repellency 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 [area] of repellency

Where Product is Used

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

Scent

- No game-spooking odors
- No odor [scent] [smell]

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- Odor free
- Place product upwind for maximum repellency
- Repellent does not spook game [Won't spook game]

Other

- Effective repellency
- Enjoy outdoor activities without annoying mosquitoes
- Enjoy the outdoors again
- Repels 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 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
- Lamp may be used just as a lamp
- 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
- Use the lamp to repel mosquitoes and other [outdoor] flying insects

Mini-appliances and lamps with self-starters

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

Holder

- Holder provides storage for extra cartridges and mats
- Holder secures unit with convenient strap and buckle
- The holder is the way to secure the ThermaCELL® Mosquito Repellent appliance
- The holder makes it easy to attach the appliance to a deck railing, fence

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 repellency for a maximum of four hours; it silently and continuously releases a repellent that repels mosquitoes, black flies, outdoor flying insects, bugs and biting flies [for a maximum of {number} 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 a maximum of {number} hours. This product is portable For use in backyards, and on patios, decks.

This product is 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

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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.]

Promotional item language (when appliance, lamp or holder 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"
- "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