

# Insect protection for you and your world™

**insect + shield®**  
repellent technology

from Buzz Off Insect Shield

Convenient · Comfortable · Long-Lasting · Tested · Proven



## What is Insect Shield?

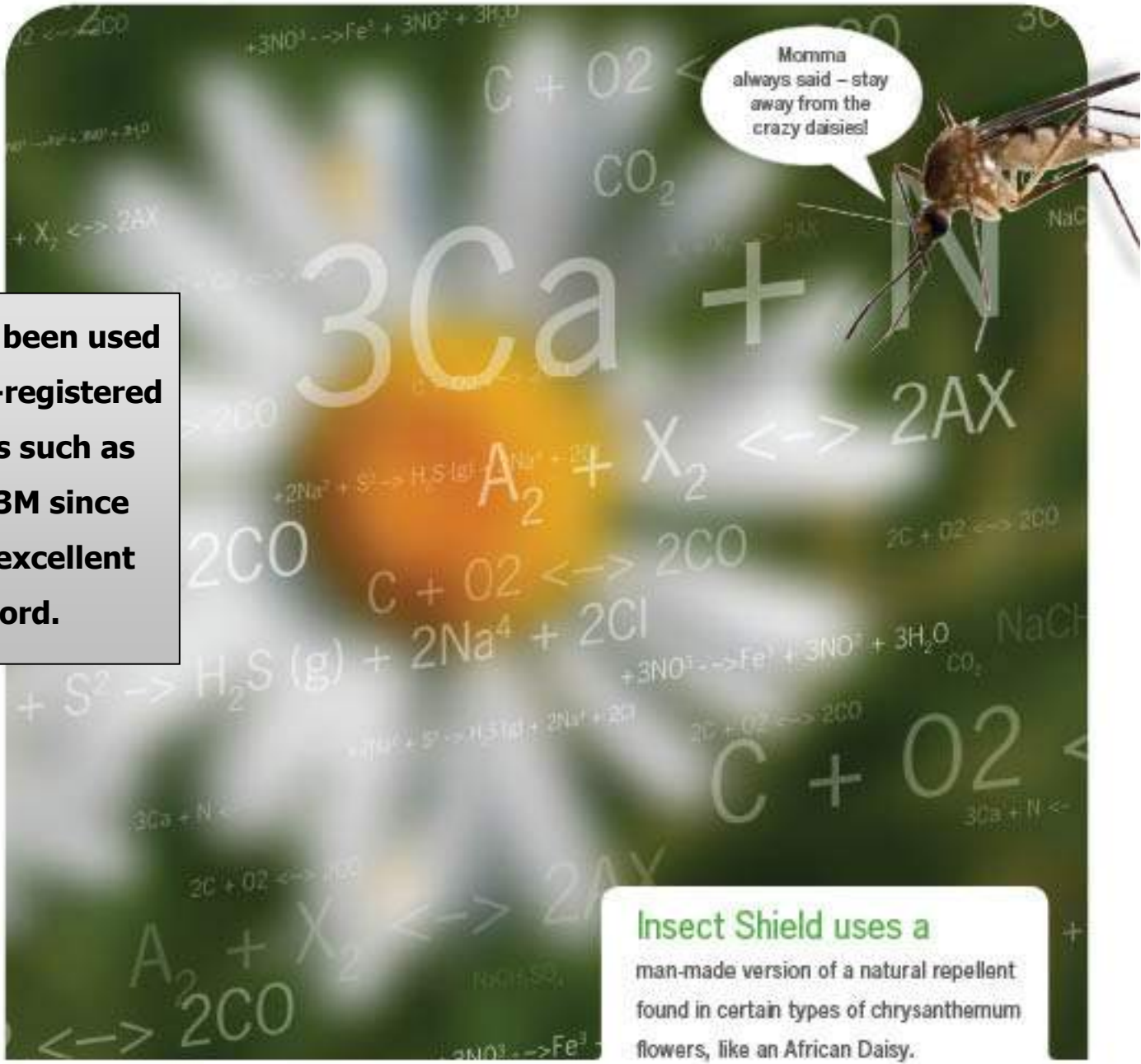
Insect Shield is a revolutionary new defense in the battle against bugs. Insect Shield technology converts clothing and gear into long-lasting, effective and convenient insect protection.

**Insect Shield is the first-ever EPA registered insect repellent apparel and gear. The repellent is bonded to finished products using a proprietary system and chemistry.**

**apparel registration #: 74843-2  
gear registration #: 2108-1-7843**



**Permethrin has been used and sold in EPA-registered spray products such as Sawyers and 3M since 1977 with an excellent safety record.**

A mosquito is shown on the right side of a chalkboard background filled with various chemical equations. A speech bubble points to the mosquito.

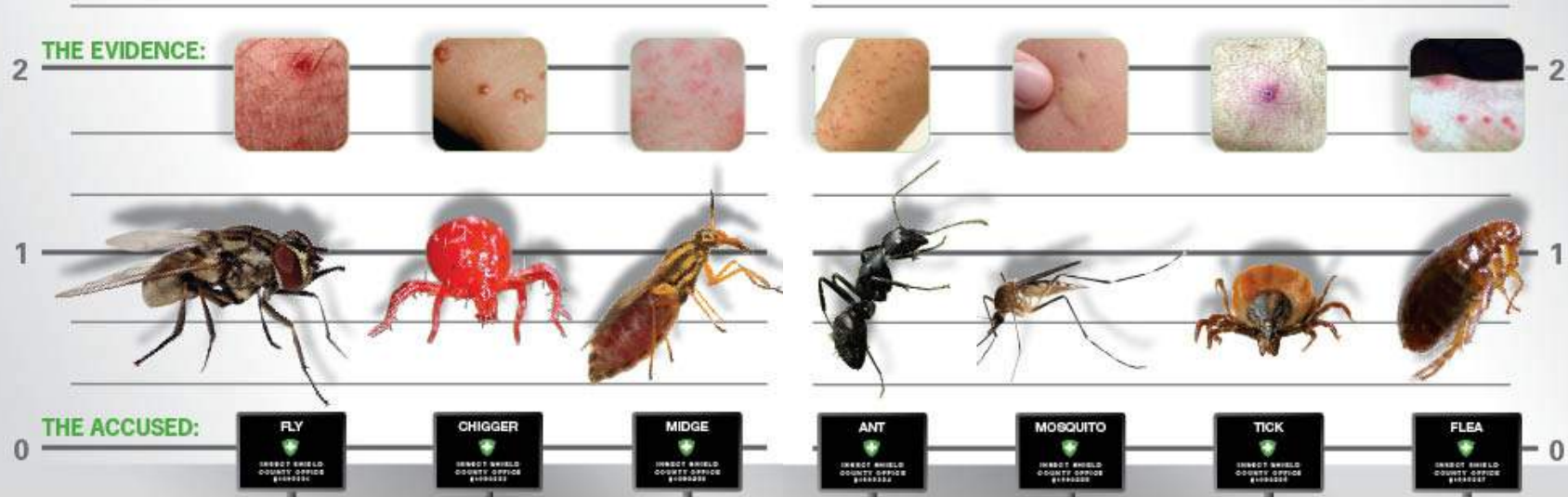
Momma always said – stay away from the crazy daisies!

**Insect Shield uses a** man-made version of a natural repellent found in certain types of chrysanthemum flowers, like an African Daisy.

## Which insects does Insect Shield repel?

Insect Shield® Repellent Apparel is proven and registered to repel mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums).

Insect Shield® Repellent Gear is proven and registered to repel mosquitoes, ticks, flies, and fleas.



**Insect Shield protects against a variety of annoying insects, as well as those that can cause serious diseases – such as malaria, dengue fever, Lyme disease, and West Nile virus.**

## How long will Insect Shield last?

Insect Shield lasts through 70 launderings—the expected lifetime of a garment.

This is gonna put us in a lot of hot water fleabag!

I hate it when you talk clean!

### Insect Shield is built right

into your clothes and lasts through 70 washings—well beyond the life of most performance fabric finishes. So wear Insect Shield clothing and enjoy convenient, long-lasting protection from bugs.

**Most applied performance treatments for apparel, such as UV block, odor resistance, and moisture wicking, last through only 30 launderings – Insect Shield is EPA registered to last through 70.**

# How well does Insect Shield work?

## Knockdown Testing Overview

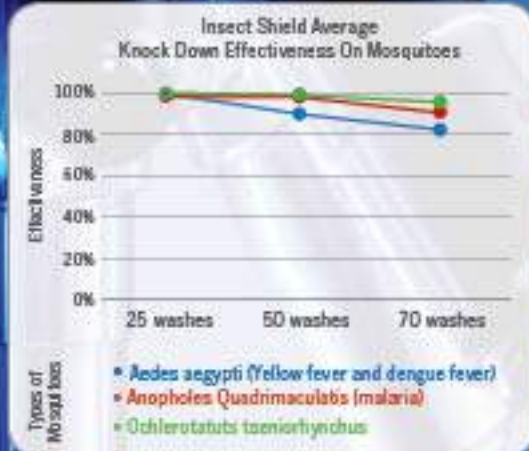
Knockdown, or "KD," testing is a widely accepted scientific laboratory methodology for determining the efficacy of insect repellent-treated textile products. Many recognized agencies utilize KD testing for this purpose, including the World Health Organization (WHO), the U.S. Centers for Disease Control and Prevention (CDC), and the U.S. Department of Agriculture (USDA).

A repellent-treated textile sample is placed in an enclosed space containing insects for a specified time period, after which the sample is removed and the insects' reaction is documented.

**Insect Shield uses a variety of test methods to ensure efficacy. Both Knock Down and USDA bite protection tests (arm-in-cage) have proven superior results.**



I coulda been a contenda if it wasn't for this Insect Shield!



## How is Insect Shield keeping it green?

The Insect Shield process is designed to prevent loss of active ingredient outside the system.

**The patent-pending Insect Shield process has 100% reclaim, meaning there is zero loss of the active ingredient from the system or into the environment.**

All this green is blinding!  
Red is my favorite color.

### **Insect Shield is tightly bonded**

to fabric fibers so that garments retain effective repellency through 70 launderings. Compare this to insect-control methods that require fogging or spraying, and traditional topical repellents that last just a matter of hours and readily wash off in water.



## What are the benefits of Insect Shield over other forms of protection?

Insect Shield has the benefit of being near your skin, instead of on it. Also, the repellency is long lasting, so no re-application is needed. This can help alleviate worries about overuse and misuse of repellents. Insect Shield doesn't leave behind empty containers either.

### **Insect Shield is the only repellent that:**

- requires no re-application
- has no potential for overuse
  - cannot be swallowed
  - is not harmful to eyes
  - has no dermal absorption
- can be used by women who are pregnant or nursing
- can be used by infants and children





## Is Insect Shield tested and proven?

**Insect Shield is the only repellent that carries NO warnings or cautions on the labeling. A scientific human bio-monitoring study has proven that the Insect Shield treatment poses no risk after long term use and is at least 100 times safer than using other permethrin products.**

The U.S. EPA issues a consumer labeling rating for each product it registers, and Insect Shield has been rated category IV—which is the most favorable rating. Children of all ages and women who are pregnant or nursing can wear Insect Shield apparel.

### EPA Toxicity Categories for Consumer Labeling

Category I	DANGER
Category II	WARNING
Category III	CAUTION
Category IV	NONE REQUIRED

The overall category is determined by the most severe route of exposure (i.e., oral, dermal, ocular, inhalation)

Product Name	Overall Toxicity Category
Bleach	I
Liquid Disinfectant Bowl Cleaner	I
Disinfectant Antibacterial Kitchen Cleaner	II
Mildew Remover	II
Insect Repellent, 23% DEET	II
Insect Repellent, 15% DEET	II
Insect-Repellent Clothing and Gear Spray, 0.5% permethrin	III
Disinfectant Daily Shower Cleaner	III
Military-Style Insect-Repellent Clothing Treatment, 0.5% permethrin	III
Insect Repellent for Kids, 7% DEET	III
Tick Repellent Spray, 0.5% permethrin	III
<b>Insect Shield® Repellent Apparel</b>	<b>IV</b>

Note: Similar sounding products with different EPA registration numbers may not be comparable in toxicity to those shown above.



This is making the hair on my shell stand straight up!

## Who recommends Insect Shield?

*"Cases of Lyme disease continue to increase each year and have more than doubled in the last 10 years...permethrin-treated clothing, such as Buzz Off Insect Shield, is one of the most convenient and effective methods of protection for the entire family."*



— Kenneth R. Bardick, MD FACP  
University of Connecticut School of Medicine, American Society of Tropical Medicine and Hygiene, International Society of Travel Medicine

*"I've worn Buzz Off Insect Shield in some of the worst areas imaginable...Insect Shield allows me to work in areas that used to be impossible to tolerate."*

— Gary Taylor, Former Assistant Director of Mosquito Control, State of Louisiana

These people are no fun!



Recommended by the following international agencies:

The U.S. Dept. of Health & Human Services Centers For Disease Control and Prevention (CDC)  
[www.cdc.gov/travel](http://www.cdc.gov/travel)

World Health Organization (WHO)  
[www.who.int](http://www.who.int)

The American Academy of Family Physicians  
[www.familydoctor.org](http://www.familydoctor.org)

The Public Health Agency of Canada  
[www.phac-aspc.gc.ca](http://www.phac-aspc.gc.ca)

All of these agencies urge anyone concerned about insect-borne disease to use permethrin-treated clothing (like Insect Shield) as a protective measure.

### Within the last 10 years

the number of victims of Lyme disease has more than doubled, and according to a recent *New York Times* article, cases of West Nile virus are already four times what they were one year ago. Clearly, protection is needed and Insect Shield technology has many advantages.

Get a life Mr. Ph.D.!



**Permethrin is the repellent of choice for international health agencies as well as for the leading experts in insect borne disease prevention.**

How does Insect Shield support global health?



Insect Shield technology has the potential to be an important tool in the battle against insect-borne diseases and improve the health of people worldwide.

Insect Shield-treated uniforms are now being utilized by numerous international relief organizations to help protect them in areas prone to insect-borne diseases. Research is also being done on the impact of alternative Insect Shield products for protection against malaria and other diseases.

**Insect Shield is invested in improving worldwide health by offering durable and effective solutions to people whose lives are threatened by insect-borne diseases.**

CHICOPEE™



A photograph of tall green grass against a clear blue sky. The grass is in the foreground, and the sky is in the background. The image has rounded corners.

Brand and production guidelines can be found at:

[www.insectshield.com/support](http://www.insectshield.com/support)

user name: buzz

password: off