

Principal Display Panel  
(Outer Label for Blister Pack/ Carton)

SC JOHNSON

A Family Company (logo)

OFF!<sup>®</sup>

EXPLORE MOSQUITO COILS

FOR OUTDOOR USE ONLY

EACH COIL KILLS MOSQUITOES FOR UP TO 4 HOURS

DOMESTIC

READ THE LABEL BEFORE USING

PRECAUTION: KEEP OUT OF REACH OF CHILDREN

REG. NO. 25208 P.C.P. ACT

GUARANTEE: d-cis, trans allethrin 0.30%

Contains sodium benzoate at 0.15% as a preservative

Contains (Contents):

(1)(refillable)(reuseable) (case)(holder)(starter unit)(pot)

(3(metal)(stands) ((coil) (tray)) (holder)

3 coils

30 g (Solid)

S.C. Johnson and Son, Limited, 1 Webster, Brantford ON, Canada N3T 5R1

1-800-558-5566

## Secondary Display Panel

(Outer Label for Blister Pack/ Carton)

OFF!<sup>®</sup> EXPLORE MOSQUITO COILS

**DIRECTIONS:** Use outdoors in semi-confined areas such as porches, covered patios and other areas where there is little movement of air.

((Twist to) open (metal) (tin) (plastic) container.)

Remove coils from (pouch) (all wrapping materials) (container) (box) (envelope). (Loosen outer rings until end moves freely.) (Grasp each COMMA shaped portion in the center between thumb and forefinger of each hand.) (Separate the two COMMA shaped portions by gently pressing them in opposite directions ½ cm apart.) (Select (a) (coil) tray and (bend) (position) (metal) (plastic) (pin) (tab) (holder) (stand)(coil support) (to upright (vertical) position))

Align coil with (mounting) (spring) (pin) (tab) (holder) (detail) (stand) (device) (tray) (spring) (metal) (plastic) (pin) (coil support). Insert (press) (mount)(snap) the slot of the coil onto (into) the (spring) (metal) (plastic) (pin) (coil support) (metal stand (in the base of the pot.))

Light outer end of coil until glowing (it glows), then BLOW OUT ANY FLAME.

(Restore lid) (slide tray into unit)(align lid to base)(snap lid to base) (and) place (unit)(pot)(device)(coil)(trays)(s) as required at 2.5 – 3.0 m intervals (1 coil per 30 m<sup>3</sup> of confined space.

Each coil lasts (up to) 4 hours.

If shorter period of use is desired, carefully lift (remove) coil (out of pot) (from)( the) (spring) (metal) (plastic) (pin) (tab) (holder) (stand) (coil support) and extinguish (snuffing into the pot)(by pressing the glowing end inside the pot (against the (coil) tray)). The unused portion can (then) be (stored within the (metal) (tin) (plastic) container and) relit when needed.

(Save the pot (tray) (holder) (metal) (tin) (plastic) (container) (and) (trays) (stand) for use with OFF! EXPLORE Mosquito Coil refills.)(When coil is completely (exhausted) (used), save the (pot) (tray) (holder) (stand) (metal) (tin) (plastic) (container) (and trays) for future use with OFF! EXPLORE Mosquito Coil refills.)

**PRECAUTIONS:** KEEP OUT OF REACH OF CHILDREN. Caution children not to touch lit end. Do not place in direct contact with flammable objects, materials or

surfaces. Avoid prolonged inhalation of smoke. Do not use indoors or in restaurants or in unventilated areas. Cover exposed food or feed to avoid contamination.

**FIRST AID:**

**If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes. Call a poison control centre or doctor for treatment advice.

**If inhaled:** 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 centre or doctor for further treatment advice.

**If swallowed:** Call a poison control centre or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control centre or doctor. Do not give anything by mouth to an unconscious person.

Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

**TOXICOLOGICAL INFORMATION:** Treat symptomatically.

**DISPOSAL:** Do not re-use empty wrapper. Dispose in household garbage. When not in use, store re-useable (pot) (container) (holder) (case) out of reach of children and pets.

Questions? Comments? Call 800-558-5566 Weekdays or Write Helen Johnson.

[OFF.ca](http://OFF.ca) FOR SALE IN CANADA ONLY

®/™ S. C. Johnson & Son, Inc. used under license and IMPORTED BY S.C.JOHNSON AND SON, LIMITED, 1 WEBSTER, BRANTFORD ON, CANADA N3T 5R1

(Label for Inner Wrapper)

OFF!<sup>®</sup>

EXPLORE MOSQUITO COILS

DOMESTIC

READ THE LABEL BEFORE USING

**DIRECTIONS:**

Use in semi-confined areas where there is little movement of air.

Remove coils from (pouch) (all wrapping materials) (container) (box) (envelope).  
(Loosen outer rings until end moves freely.) (Grasp each COMMA shaped portion in the center between thumb and forefinger of each hand.) (Separate the two COMMA shaped portions by gently pressing them in opposite directions ½ cm apart.)  
(Select (a) (coil) tray and (bend) (position) (metal) (plastic) (pin) (tab) (holder) (stand)(coil support) (to upright (vertical) position))

Align coil with (mounting) (spring) (pin) (tab) (holder) (detail) (stand) (device) (tray) (spring) (metal) (plastic) (pin) (coil support). Insert (press) (mount)(snap) the slot of the coil onto (into) the (spring) (metal) (plastic) (pin) (coil support) (metal stand (in the base of the pot.))

Light outer end of coil until glowing (it glows), then BLOW OUT ANY FLAME.

(Restore lid) (slide tray into unit)(align lid to base)(snap lid to base) (and) place (unit)(pot)(device)(coil)(trays)(s) as required at 2.5 – 3.0 m intervals (1 coil per 30 m<sup>3</sup> of confined space.

**PRECAUTIONS:**

1. KEEP OUT OF REACH OF CHILDREN.
2. Do not place in direct contact with flammable objects, materials or surfaces.
3. Avoid prolonged inhalation of smoke. Do not touch lit end.
4. Cover exposed food or feed to avoid contamination.
5. Do not use indoors.

**FIRST AID:**

**If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with plenty of water for 15-20 minutes.

**If inhaled:** Move person to fresh air. If person is not breathing, give artificial respiration.

**If swallowed:** Call a poison control centre or doctor immediately for treatment advice. Have person sip a glass of water if able to swallow. Do not induce vomiting unless told to do so by a poison control centre or doctor. Do not give anything by mouth to an unconscious person.

Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

**TOXICOLOGICAL INFORMATION:** Treat symptomatically.

**DISPOSAL:** Dispose of empty wrapper in household garbage. When not in use, store re-useable (pot) (container) (holder) (case) out of reach of children and pets.

REG. NO. 25208 P.C.P. Act

GUARANTEE: d-cis, trans Allethrin 0.30%

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NET CONTENTS: 3 COILS (30 g)

Principal Display Panel - REFILLS

(Outer Label for Blister Pack/ Carton)

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REFILLS

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6 COILS

60 g

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## Secondary Display Panel - REFILLS

(Outer Label for Blister Pack/ Carton)

OFF! EXPLORE MOSQUITO COILS  
REFILLS

### **DIRECTIONS:**

Use in semi-confined areas where there is little movement of air.

Remove coils from (pouch) (all wrapping materials) (container) (box) (envelope).  
(Loosen outer rings until end moves freely.) (Grasp each COMMA shaped portion in the  
center between thumb and forefinger of each hand.) (Separate the two COMMA shaped  
portions by gently pressing them in opposite directions ½ cm apart.)  
(Select (a) (coil) tray and (bend) (position) (metal) (plastic) (pin) (tab) (holder)  
(stand)(coil support) (to upright (vertical) position))

Align coil with (mounting) (spring) (pin) (tab) (holder) (detail) (stand) (device) (tray)  
(spring) (metal) (plastic) (pin) (coil support). Insert (press) (mount)(snap) the slot of the  
coil onto (into) the (spring) (metal) (plastic) (pin) (coil support) (metal stand (in the base  
of the pot.))

Light outer end of coil until glowing (it glows), then BLOW OUT ANY FLAME.

(Restore lid) (slide tray into unit)(align lid to base)(snap lid to base) (and) place  
(unit)(pot)(device)(coil)(trays)(s) as required at 2.5 – 3.0 m intervals (1 coil per 30 m<sup>3</sup> of  
confined space.

**PRECAUTIONS:** KEEP OUT OF REACH OF CHILDREN. Caution children not to  
touch lit end. Do not place in direct contact with flammable objects, materials or  
surfaces. Avoid prolonged inhalation of smoke. Do not use indoors or in restaurants or  
in unventilated areas. Cover exposed food or feed to avoid contamination.

### **FIRST AID:**

**If on skin or clothing:** Take off contaminated clothing. Rinse skin immediately with  
plenty of water for 15-20 minutes. Call a poison control centre or doctor for treatment  
advice.

**If inhaled:** 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 centre or doctor for further treatment advice.

**If swallowed:** Call a poison control centre or doctor immediately for treatment advice.  
Have person sip a glass of water if able to swallow. Do not induce vomiting unless told

to do so by a poison control centre or doctor. Do not give anything by mouth to an unconscious person.

Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

**TOXICOLOGICAL INFORMATION:** Treat symptomatically.

**DISPOSAL:** Do not re-use empty wrapper. Dispose in household garbage. When not in use, store re-useable (pot) (container) (holder) (case) out of reach of children and pets.

Questions? Comments? Call 800-558-5566 Weekdays or Write Helen Johnson.

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## <<OPTIONAL MARKETING CLAIMS>>

- Country Fresh Scent (for scented formulations only)
- Effective (affordable) mosquito protection
- Proven protection from mosquitoes
- Outdoor Protection
- Mosquito Defense System
- Effective protection for (you)(and)(your family)(and)(your friends)
- Trusted (mosquito) protection for your family
- Protect (your family) (the ones you love) (against) (from) mosquitoes
- Protect (your) outdoor areas from mosquitoes
- (An) (the) *OFF! you don't put on™*
- Easy-to-Use
- Heat-activated
- Unused coil can be relit (when needed) (at a later time)
- Duration and results are affected by airflow and breeze
- (In light winds)(place product upwind)(for maximum protection)(to make use of associated drift)
- (Place) [product name] (works best) outdoors in semi-confined areas where there is minimal breeze
- Do not use in wind
- Use two or more for larger areas
- Place at ground level to reduce (ankle) (leg) bites
- Enjoy your patio and backyard fun with [product name].
- Enjoy the outdoors again (with the *OFF! you don't put on™*) (without wearing an insect repellent)
- Make the (outdoors) (evenings) enjoyable again
- Pleasant, effective protection for your patio or deck (yard) (campsite) (campground)
- Patio & Deck
- Ideal for use in Backyards, Gardens, Patios and at Outdoor Parties. Suitable for use while Fishing, Hunting or Camping
- Ideal [great] for backyard(s), backpacking, barbecues, beach, boating, camping, campsite, decks, fishing, gardening, hunting, social events (gatherings), outdoor events, outdoor dining, parties, patios, picnics, relaxing outdoors, recreational areas, sporting events, woods and yards (with [product name])
- Convenient
- Refills available
- (Works with) (Compatible with) (Fits) [product name] (refillable)(reuseable) (case)(holder)(starter unit)(pot) (holder)(case)
- Portable (Campsite) (Mosquito) Coils
- Reusable (case)(holder)(starter unit)
- Refillable (case)(holder)(starter unit)

- Protective (case)(holder)(starter unit)
- Perimeter of protection
- Protection up to 4 hours per coil

<<**Optional Logos**>>

Try our complete line of OFF!® outdoor products.

- Personal repellents
- (Patio) (Deck) (Yard) (Backyard)
- (Camp) (Campsite)(Campground)

Look for products in each of these categories to meet your outdoor needs.

A family company since 1886 *Fisk Johnson*

For the most complete protection options, choose products for:  
(you)(your area)(your campsite)

[OR]

For complete protection, choose products for:  
(you)(your area)(your campsite)

[OR]

For you, for your area (campsite)  
[to be used in conjunction with graphics to describe alternate segmentation available]