

2013-08-30

2012-4142

Primary Unit Label, Backer card

OFF![®] EXPLORE INSECT REPELLENT 1

PRESSURIZED SPRAY

DANGER



EXTREMELY
FLAMMABLE



EXPLOSIVE

DOMESTIC

KEEP OUT OF REACH OF CHILDREN
READ THE LABEL BEFORE USING

GUARANTEE: DEET plus related active toluamides 25%.

REG. NO. 31085 P.C.P. ACT.

28 g

(Contains)

(X (Refillable) (Reusable)(holder(s)) (unit(s)) (cartridge system(s)) (carabiner(s)) (case(s)) (carabiner case(s)) (cartridge sprayer(s)) (personal repellent(s)) (spray(s)))

(X (Repellent) refill(s))

SC Johnson
A Family Company (logo)

S. C. Johnson and Son, Limited, 1 Webster, Brantford ON, Canada N3T 5R1
1-800-558-5566

Secondary panel:

Repels mosquitoes for 8 hours. Repels mosquitoes, black flies, stable flies, ticks, chiggers, biting midges and deer flies. Non-greasy. Won't stain.

DIRECTIONS FOR USE:

[Note to reviewer: Table A shows options for terms used to identify an aerosol can holder in the optional directions that follow]

(Table A)

Options for aerosol can holder terms	
•	Holder
•	Unit
•	Cartridge system
•	Carabiner
•	Case
•	Carabiner case
•	Cartridge sprayer

(OFF! Explore Insect Repellent) (insert holder term from Table A) Set-Up)

[Optional holder set up - Option 1]

To prepare OFF! Explore Insect Repellent (insert holder term from Table A) (To insert repellent (refill)):

1. Remove one mosquito repellent (refill) from its packaging (and remove (the) (dust) cap).
2. (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove (detach) (separate) (the) top of (insert holder term from Table A)
3. (Insert) (place) (refill) into (the) (bottom of) (insert holder term from Table A)
4. (Reattach) (snap) the (top of) (insert holder term from Table A) to the (bottom of) (insert holder term from Table A)
5. Clip the (insert holder term from Table A) to your belt, pants/short(s) waistband, backpack, gear, or store in any other safe and convenient location.

[OR]

[Optional holder set up - Option 2]

Remove dust cap from (aerosol) (can) (bottle) (refill). (Press buttons) (pinch buttons) (squeeze) (twist) (rotate) (to) Remove the (base) (bottom) from the top and insert (aerosol/can/bottle) refill into the (base) (bottom). Reattach the top to the (base) (bottom).

[Optional section for holder use]

To (access) (use) repellent:

- 1 (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove the bottom of (insert holder term from Table A) from the (top of the) (insert holder term from Table A)
- 2 Spray repellent as (indicated) (directed)
- 3 After applying repellent, (reattach) (snap) the bottom of the (insert holder term from Table A) to the top of the (insert holder term from Table A)

[Optional clarifying text for pictograms for holder directions, if used:]

1. Remove (refill).
2. (Twist to) (Separate) (Remove) the top of (insert holder term from Table A) from the bottom of (insert holder term from Table A).
3. Insert refill into the bottom of (insert holder term from Table A).

4. (Reattach) (snap) the top (insert holder term from Table A) to the bottom of (insert holder term from Table A)
5. Attach to a convenient location (on you or your gear).
6. To use, (twist to) remove the bottom of (insert holder term from Table A) from the top of (insert holder term from Table A)
7. Spray repellent.

[Optional marketing statements for refillable holder system]

- (Multiple) (OFF!) Refills available
- Attaches (securely) to gear
- (Accessible) (Refillable) (Reloadable) (Personal) (Mosquito) (Portable) Spray
- (Accessible) (Refillable) (Reloadable) (Portable) Personal repellent

Table B [Note to reviewer: information in Table B is to be used for insertion in the statements that follow]

Holder Descriptor	Options for aerosol can holder terms
<ul style="list-style-type: none"> • Rugged adventure • Crush-resistant 	<ul style="list-style-type: none"> • Holder • Unit • Cartridge system • Carabiner • Case • Carabiner case • Cartridge sprayer
<ul style="list-style-type: none"> • Accessible • Refillable • Reloadable • Personal • Portable • Light • Compact • Aluminum 	

- [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Works with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Compatible with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Fits (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- (Refill(s)) reload(s) in [insert holder term from Table B]
- Refill in [insert holder term from Table B]
- Crush resistant with carabiner clip

Text on bottom of holder: Read label inside before use.

TO APPLY SPRAY:

(Shake well before each use.) ((Squeeze tabs and) pull cap to remove.) Apply sparingly, not under clothing and only when necessary. Reapply after 8 hours if necessary. TO APPLY TO FACE: Spray hands and apply avoiding eyes and mouth. Do not spray in enclosed spaces.

PRECAUTIONS: KEEP OUT OF REACH OF CHILDREN. DO NOT USE ON CHILDREN UNDER 12 YEARS OF AGE. Avoid contact with eyes and mouth. Avoid contact with rayon, dyneel, acetate, or plants. May damage furniture finishes, plastics and painted surfaces. CONTENTS UNDER PRESSURE. Do not place in hot water or near radiators, stoves, or other sources of heat. Do not puncture or incinerate container or store at temperatures over 50°C. Keep away from open flame or spark.

FIRST AID: If irritation or other adverse effects develop, wash with soap and water immediately. Seek medical attention if symptoms persist.

If in eyes: Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control centre or doctor for treatment advice.

If swallowed: Call a poison control centre or doctor immediately for treatment advice. Do not induce vomiting unless told to do so by a poison control centre or doctor. Do not give **any** liquid to the person. Do not give anything by mouth to an unconscious person. **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. Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

TOXICOLOGICAL INFORMATION: Treat symptomatically. This product contains petroleum distillates. Vomiting may cause aspiration pneumonia.

DISPOSAL: When container is empty, press valve to release all remaining pressure. Discard empty container in household garbage.

Questions? Comments? Call 1-800-558-5566 or write Helen Johnson.
Off.ca

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Refill (aerosol) (can)

OFF!® EXPLORE INSECT REPELLENT 1

PRESSURIZED SPRAY / DOMESTIC

DANGER



EXTREMELY
FLAMMABLE EXPLOSIVE

KEEP OUT OF REACH OF CHILDREN
READ THE LABEL AND OUTER PACKAGING BEFORE USING.

REG. NO. 31085 P.C.P. ACT.
GUARANTEE: DEET plus related active toluamides 25%.

28 g

SC Johnson
A Family Company (logo)

S. C. Johnson and Son, Limited, 1 Webster, Brantford ON, Canada N3T 5R1
1-800-558-5566

(Shake well before each use.) ((Squeeze tabs and) pull cap to remove.)

Apply sparingly, not under clothing and only when necessary. Reapply after 8 hours if necessary. TO APPLY TO FACE: Spray hands and apply avoiding eyes and mouth. Do not spray in enclosed spaces.

PRECAUTIONS: KEEP OUT OF REACH OF CHILDREN. DO NOT USE ON CHILDREN UNDER 12 YEARS OF AGE. Avoid contact with eyes and mouth. Avoid contact with rayon, dnyel, acetate, or plants. May damage furniture finishes, plastics and painted surfaces. CONTENTS UNDER PRESSURE. Do not place in hot water or near radiators, stoves, or other sources of heat. Do not puncture or incinerate container or store at temperatures over 50°C. Keep away from open flame or spark.

FIRST AID: If irritation or other adverse effects develop, wash with soap and water immediately. Seek medical attention if symptoms persist. **If in eyes:** Hold eye open and rinse slowly and gently with water for 15–20 minutes. Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. Call a poison control centre or doctor for treatment advice. **If swallowed:** Call a poison control centre or doctor immediately for treatment advice. Do not induce vomiting unless told to do so by a poison control centre or doctor. Do not give **any** liquid to the person. Do not give anything by mouth to an unconscious person. **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. Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

TOXICOLOGICAL INFORMATION: Treat symptomatically. This product contains petroleum distillates. Vomiting may cause aspiration pneumonia.

DISPOSAL: When container is empty, press valve to release all remaining pressure. Discard empty container in household garbage.

Refill Label, Backer Card

OFF!® EXPLORE INSECT REPELLENT 1

PRESSURIZED SPRAY / DOMESTIC

DANGER



EXTREMELY
FLAMMABLE



EXPLOSIVE

KEEP OUT OF REACH OF CHILDREN
READ THE LABEL BEFORE USING

56 g (28 g X 2 units)

REG. NO. 31085 P.C.P. ACT.

GUARANTEE: DEET plus related active toluamides 25%.

SC Johnson
A Family Company (logo)

S. C. Johnson and Son, Limited, 1 Webster, Brantford ON, Canada N3T 5R1
1-800-558-5566

Secondary panel:

Repels mosquitoes for 8 hours. Repels mosquitoes, black flies, stable flies, ticks, chiggers, biting midges and deer flies. Non-greasy. Won't stain.

DIRECTIONS FOR USE:

[Note to reviewer: Table A shows options for terms used to identify an aerosol can holder in the optional directions that follow]

(Table A)

Options for aerosol can holder terms	
•	Holder
•	Unit
•	Cartridge system
•	Carabiner
•	Case
•	Carabiner case
•	Cartridge sprayer

(This (these) (aerosol) (can) (cans) (is) (are) to be used with the OFF! Explore Insect Repellent (insert holder term from Table A)

OFF! Explore Insect Repellent (insert holder term from Table A) Set-Up)

[Optional holder set up - Option 1]

To prepare OFF! Explore Insect Repellent (insert holder term from Table A) (To insert repellent (refill)):

1. Remove one mosquito repellent (refill) from its packaging (and remove (the) (dust) cap).
2. (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove (detach) (separate) (the) top of (insert holder term from Table A)
3. (Insert) (place) (refill) into (the) (bottom of) (insert holder term from Table A)
4. (Reattach) (snap) the (top of) (insert holder term from Table A) to the (bottom of) (insert holder term from Table A)
5. Clip the (insert holder term from Table A) to your belt, pants/short(s) waistband, backpack, gear, or store in any other safe and convenient location.

[OR]

[Optional holder set up - Option 2]

Remove dust cap from (aerosol) (can) (bottle) (refill). (Press buttons) (pinch buttons) (squeeze) (twist) (rotate) (to) Remove the (base) (bottom) from the top and insert (aerosol/can/bottle) refill into the (base) (bottom). Reattach the top to the (base) (bottom).

[Optional section for holder use]

To (access) (use) repellent:

1. (Squeeze) (pinch) (buttons) (tabs) (and) (twist) (to) remove the bottom of (insert holder term from Table A) from the (top of the) (insert holder term from Table A)
2. Spray repellent as (indicated) (directed)
3. After applying repellent, (reattach) (snap) the bottom of the (insert holder term from Table A) to the top of the (insert holder term from Table A)

[Optional clarifying text for pictograms for holder directions, if used:]

1. Remove (refill).

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5. Attach to a convenient location (on you or your gear).
6. To use, (twist to) remove the bottom of (insert holder term from Table A) from the top of (insert holder term from Table A)
7. Spray repellent.

[Optional marketing statements for refillable holder system]

- (Multiple) (OFF!) Refills available
- Attaches (securely) to gear
- (Accessible) (Refillable) (Reloadable) (Personal) (Mosquito) (Portable) Spray
- (Accessible) (Refillable) (Reloadable) (Portable) Personal repellent

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<ul style="list-style-type: none"> • Accessible • Refillable • Reloadable • Personal • Portable • Light • Compact • Aluminum 	

- (with) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Works with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Compatible with (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- Fits (name of starter kit) (OFF!) [Insert holder descriptor(s) from Table B] [insert holder term from Table B]
- (Refill(s)) reload(s) in [insert holder term from Table B]
- Refill in [insert holder term from Table B]

TO APPLY SPRAY:

(Shake well before each use.) ((Squeeze tabs and) pull cap to remove.) Apply sparingly, not under clothing and only when necessary. Reapply after 8 hours if necessary. TO APPLY TO FACE: Spray hands and apply avoiding eyes and mouth. Do not spray in enclosed spaces.

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FIRST AID: If irritation or other adverse effects develop, wash with soap and water immediately. Seek medical attention if symptoms persist.

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If ingested: Call a poison control centre or doctor immediately for treatment advice. Do not induce vomiting unless told to do so by a poison control centre or doctor. Do not give **any** liquid to the person. Do not give anything by mouth to an unconscious person. **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. Take container, label or product name and Pest Control Product Registration Number with you when seeking medical attention.

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GENERAL CLAIMS (may appear on Primary Unit Label or Refill Label)

Company logos/ trademarks

- A family company since 1886. Fisk Johnson
- Keeps bugs OFF!
- (Powered by) (Contains) Deep Woods® (formula)
- 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]

Efficacy claims:

- (Proven) (Effective) (Long-lasting) (Maximum) Protection (you can count on for up to 8 hours)
- Long-lasting protection from (mosquitoes) (black flies) (ticks) (stable flies) (chiggers) (biting midges)
- (Lasts for) (Keeps working) (Stay protected) (for) (up to) 8 hours against mosquitoes
- (Delivers) (Powerful) protection for up to 8 hours against mosquitoes
- Proven shield for up to 8 hours against mosquitoes
- Mosquito protection
- Also repels black flies, deer flies and ticks
- Repels bugs, not people

Formulation claims:

- Contains 25% DEET
- Contains DEET (N, N-Diethyl-meta-toluamide)
- Non-greasy
- Won't stain
- Dries quickly
- Fine (aerosol) mist (spray)
- Fine (aerosol) spray
- Light (aerosol) mist (spray)
- Light (aerosol) spray
- Provides (quick) (fast) (easy) protection

Convenience/ Portability Claims:

- New
- (Travel) size
- Designed for people on the go
- (Handy) (Take-Along) size
- (Perfect to) take-along with you
- Spray and go
- Spray on-the-go protection
- For active people like you
- Where you need it, when you need it
- Protection on the go
- Protection for active people
- For your active lifestyle
- For you

- For (more) (active) (outdoor adventures) (rugged adventures)
- Enjoy the (outdoors) (the great outdoors) (backyard) (outside) (park) (woods) (forest)
- (Perfect) For (hiking) (fishing) (hunting) (camping) (backpacking)
- (Secure) snap-on cap (attaches to carabiner)
- Personal (Mosquito) Spray
- Portable protection
- (Highly) portable
- (Light) (Lightweight) (Aluminum)
- Compact
- Convenient
- Sprays upside-down too
- (For) reusable case
- Reusable case (with) (Mosquito) (Insect) Repellent (refills)
- (Mosquito) (Insect) Repellent (refills)

[Optional labeling for a possible sticker covering the actuator]

- Remove before spraying