

2012-1880  
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OFF!<sup>®</sup> DEEP WOODS FOR SPORTSMEN INSECT REPELLENT DRY

PRESSURIZED SPRAY

DANGER



EXTREMELY  
FLAMMABLE      EXPLOSIVE  
WARNING – EYE IRRITANT

DOMESTIC  
REG. NO. 30598 P.C.P. ACT  
KEEP OUT OF REACH OF CHILDREN  
READ THE LABEL BEFORE USING

GUARANTEE: DEET plus related active toluamides...25%.

Net Contents: 230 g

SC Johnson  
A Family Company (logo)

<<optional marketing statements>>

**Performance**

- Proven (long-lasting) protection
- Long-lasting
- (Strong)(Effective) protection
- Protective shield
- Creates a shield that's proven effective at keeping mosquitoes away (for up to 8 hours)
- Mosquito protection for up to 8 hours
- Repels (for) (up to) 8 hours against mosquitoes.
- Protection for (up to) 8 hours from mosquitoes
- (Up to) 8 hours of (proven) (effective) mosquito protection
- (Enjoy) up to 8 hours of protection from mosquitoes.
- (Lasts) (Stay protected) (Keeps working) (Works) (Proven) (Shield) for (up to) 8 hours against mosquitoes.
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) with up to 8 hours of protection against mosquitoes
- (TICKS-OFF) (!) (Bug-OFF) (!)

- For (playing) (relaxing outdoors) (hiking) (biking) (fishing) (gardening) (yard work) (camping) (hunting) (the beach) (picnicking) (barbeques) (concerts) (outdoor parties)

**Table A** [Note to reviewer: information in Table A is to be used for insertion in the claims that follow]

<b>Action</b>	<b>Pests</b> [may appear in singular or plural form, as appropriate]
<ul style="list-style-type: none"> <li>• Repels</li> <li>• Protects against</li> <li>• Protects from</li> <li>• Protection from</li> <li>• Provides protection from</li> <li>• Provides protection against</li> <li>• Proven long lasting protection against</li> <li>• Proven effective protection from</li> <li>• Proven protection from</li> <li>• Long lasting protection from</li> <li>• Effective protection from</li> <li>• Works on</li> <li>• Works against</li> <li>• Proven shield against</li> <li>• Shields against</li> </ul>	<ul style="list-style-type: none"> <li>• Mosquitoes</li> <li>• Black flies</li> <li>• stable flies</li> <li>• biting midges</li> <li>• deer flies</li> <li>• chiggers</li> <li>• Ticks</li> </ul>

- [Insert action from Table A] mosquitoes for up to 8 hours (from treated skin) (that feels comfortable on your skin)
- Creates a shield that's proven effective at keeping [insert pest(s) from Table A] away
- (Also) [Insert action from Table A] [insert pest(s) from Table A] from treated skin
- (Also) [Insert action from Table A] [insert pest(s) from Table A] that feels comfortable on your skin
- Enjoy the (outdoors) (great outdoors) (backyard) (outside) (park) (woods) (forest) with protection against [insert pest(s) from Table A]

**Sensory perception - Scent**

[Note to reviewer: the following section is for formulations that contain fragrance. A scent descriptor or combinations of descriptors may be used as stand-alone statements or inserted into the additional statements below.]

Scent Descriptors:

Outdoor (Fresh) (Breeze)	Tropical (Fresh)	Light	Refreshing
(Waters)	Fresh (Breeze) (Outdoors) Clean	Free Spirit	Aqua Breeze

Pleasant	Summer	Splash	Pine	
Summer Fresh		Spring Fresh		Clean “n”
Fresh				
Summer Meadows		Great Outdoors	Outdoor Clean	Summer
Breeze				
		Spring Meadows	Spirit	Cool Mountain
Springs				
Fresh Sensations				

- Scratch here to smell *[insert fragrance name(s)]*
- Clean, fresh scent of *[insert fragrance name(s)]*
- Refreshing(ly) light scent of *[insert fragrance name(s)]* (!)
- Refreshingly light scent you will enjoy (!)
- A clean, fresh scent you will enjoy (!)
- *[Insert fragrance name(s)]* (scent)(ed) (!) (smell)(ing) (!)
- Great scent (!)
- Smells good on your skin (!)
- Specially formulated to smell good on your skin (!)

**Sensory perception – Touch/Feel descriptors**

*[Note to reviewer: Touch/feel descriptor or combinations of descriptors may be used as stand-alone statements or inserted into additional statements below.]*

Touch/Feel descriptors:

Dry	Good		Great	
Powder Dry		Comfortable	Ultra	dry
Fresh	Pleasant		Non-	greasy
Not greasy	Greaseless		Not	wet
Not oily	Not	sticky	Light	
Ultra light	Touchable		Extra	dry

Non-oily

- Specially formulated to feel *[insert skin feel descriptor]* on your skin
- Feels *[insert skin feel descriptor]* (on) (on your skin) (!)
- Leaves a pleasant feeling (on skin)
- 
- *[Insert skin feel descriptor]* feel (formula)
- *[Insert skin feel descriptor]* touch (formula)
- *[Insert skin feel descriptor]* formula
- *[Insert skin feel descriptor]* protection
- Soft touch formula
- Advanced dry (formula)
- 
- *[Insert skin feel descriptor]* skin feel
- (Insect Repellent that) leaves (your) skin feeling (and smelling) *[insert skin feel descriptor]*
- powder formula (that) dries quickly and leaves skin feeling *[insert skin feel descriptor]*
- Protection you don't feel
- Barely there
- Protection you can't feel

- (Light feel) (Light weight) (strong) (effective)(proven) protection
- Dry (shield) (defence) (performance) (repellent) (spray)
- So dry you barely feel it
- The OFF! (Deep Woods) you don't feel on skin

#### **Dry time**

- (Now) (Advanced) quick dry(ing) formula (!)
- Quick dry(ing)
- Dries (fast) (quickly) (in seconds) (on contact)
- (Now) (Advanced) quick-dry(ing) technology (!)
- Fast dry(ing)

#### **Formulation-related**

- High DEET formula
- Contains DEET
- Dry formula
- Dry DEET (formula) (insect repellent)
- Contains (dry) powder
- Dry insect protection
- Powder (repellent) aerosol (spray)
- Dry Powder (protection) (technology) (formula)
- Powder dry (formula) (protection) (technology)
- Non-Staining (formula)

#### **Product form/delivery**

- (Dry) (powder)(spray) (repellent)(OFF! Deep Woods)
- powder formula
- Controlled application to skin
- Sprays at any angle
- No-drip
- Stays where you spray
- Hold upright

#### **Portability/convenience**

- Convenient
- On the go
- (Designed) (Protection) for people on the go
- (Perfect to) take-along with you
- For your active lifestyle
- Spray and go
- Spray on-the-go protection
- (Handy) (Portable) ("Take-along") size
- Protection that fits your lifestyle
- Sport (active) formula

Repels mosquitoes, black flies, stable flies, ticks, chiggers, biting midges and deer flies.

**DIRECTIONS FOR USE:** SHAKE WELL BEFORE EACH USE: 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. Causes eye irritation. DO NOT get in eyes. Avoid contact with 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 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. If irritation or other adverse effects develop wash with soap and water immediately. Seek medical attention if symptoms persist.

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

**TOXICOLOGICAL INFORMATION:** Treat symptomatically.

**DISPOSAL:** If empty: this container may be recycled where aerosol can recycling is available. If recycling is not available, press button to release pressure, wrap and dispose of in household garbage.

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

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