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New Coleman Insect Repellents Offer Comprehensive Protection from Bugs

Most trusted name in outdoor activities expands into repellent category with array of new products

Jackson, Wis. – Wisconsin Pharmacal Company, a longtime insect repellent manufacturer, recently signed a licensing agreement to bring a new line of insect repellents to market under the Coleman® brand. This is good news for retailers who can now add one of the most recognized and respected brands in outdoor activities to their insect repellent offering.

To meet the diverse needs of today's outdoor adventurers, the new Coleman line of insect repellents includes products with varying levels of DEET packaged in a variety of user-friendly delivery systems. The new line also includes a repellent that incorporates a unique SkinSmart™ formula, which contains no DEET, but is clinically proven to be just as effective. SkinSmart is safe for the entire family and provides up to eight hours of odorless protection against the most common biting insects, including mosquitoes, deer ticks and biting flies. In total, the new Coleman repellent line includes the following eight options:

- **15 percent DEET packaged in a compact and lightweight Go Ready™ spray pen**
- **25 percent DEET packaged in a six-ounce aerosol spray**
- **100 percent DEET packaged in the Go Ready spray pen**
- **100 percent DEET packaged in a one-ounce pump spray**
- **DEET Free SkinSmart formula packaged in the Go Ready spray pen**
- **DEET Free SkinSmart formula packaged in a five-ounce pump spray**
- **DEET Free SkinSmart formula packaged in a six-ounce aerosol spray**
- **Gear & Clothing Insect Treatment packaged in a six-ounce aerosol spray**



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ADD ONE: Coleman Enters Insect Repellent Category

The Go Ready spray pens are ideal for lightweight hikers and fast packers. They are just slightly larger than a typical pen, but offer more than 200 sprays. In addition, they fit easily into a pocket and incorporate a patent pending combo-clip that allows outdoor enthusiasts to keep the product nearby at all times. The sprayer can be clipped into a shirt pocket or easily attached to a backpack, duffle bag or other gear, so it's readily available when needed most.

All eight of the new Coleman repellents are ideal for busy, on-the-go consumers who seek proven protection from trusted outdoor brands. Each product is currently available for retail order.

"We're excited about this complete new line of repellents," said John Wundrock, president of Wisconsin Pharmacal Company. "We believe these products will be a very successful extension of the Coleman brand and fit within the company's proud and respected tradition of providing a full breadth of dependable products for anyone heading outdoors."

All of the new repellents help guard against mosquitoes that may carry the West Nile Virus as well as biting flies, gnats, chiggers, ticks, fleas and other annoying insects. The non-greasy formulas are designed to provide long-lasting protection and are resistant to water and perspiration.

The new Coleman aerosol sprays come in a lightweight and rust-resistant aluminum can featuring an "Up and Down" sprayer that allows the product to be dispensed continuously at any angle – even upside down. An easy-to-use Twist Lock top is also incorporated to help guard against unintended product discharge.

For additional details about any of the new Coleman insect repellents, please call **1-800-558-6614** or visit **ColemanRepellents.com**.

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About Wisconsin Pharmacal Company, LLC:

Wisconsin Pharmacal Company, the exclusive manufacturer of Coleman insect repellents, is a leader in outdoor health and safety products. The company's complete brand portfolio includes: Potable Aqua[®] water purification tablets, StingEze[®] insect bite relief products, Atwater Carey[®] first aid kits, BAITMATE[®] fish attractants, and the new Coleman insect repellents. For more details, please visit PharmacalWay.com.