



## ***Repellents***



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FOR IMMEDIATE RELEASE

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### **Unique DEET Free Insect Repellent Now Available in Family-Friendly Towelettes** *Rapid drying and odorless wipes from Coleman Repellents provide up to eight hours of protection*

**Jackson, Wis.** – Let’s face it, applying an insect repellent to your forehead, neck, ears and other tough-to-spray areas can be challenging. And, it’s often even more difficult to adequately cover a child. Luckily, there’s a convenient new way to apply SkinSmart® Insect Repellent, which is available within the rapidly-expanding Coleman® Repellents line, because the popular DEET Free formula is now available in easy-to-use towelettes. The new **Coleman SkinSmart Insect Repellent Towelettes** from Wisconsin Pharmalac Company come in a re-sealable package containing 16 wipes. They will retail for \$5.49 and be available in the Camping section of major national retailers beginning in the early spring of 2011. For additional details, including a specific list of retailers, please visit [ColemanRepellents.com](http://ColemanRepellents.com).

With the new towelettes, the family-friendly SkinSmart insect repellent can be applied quickly and evenly without mess. The exclusive DEET Free formula is rapid drying, odorless and provides up to eight hours of protection against mosquitoes, ticks, and other biting bugs. It is safe for the entire family and clinically proven to be just as effective as DEET-based repellents. As an added benefit for on-the-go consumers, the compact and soft-sided package can be easily tucked into a purse, diaper bag, backpack, or glove compartment, so they’re readily available when needed.

“Since we launched our SkinSmart DEET Free Insect Repellent in 2009, it has proven to be especially popular among families who are cautious about utilizing DEET on themselves or their children,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmalac Company, the exclusive manufacturer and distributor of Coleman Repellents. “So, it was just a natural extension to start offering this product in a towelette. After all, parents and kids alike are already accustomed to using wipes and like them because they’re easy-to-pack and apply product evenly and effectively.”

**-more-**

## **ADD ONE: New Coleman SkinSmart Insect Repellent Towelettes**

In total, the SkinSmart DEET Free Insect Repellent from Coleman Repellents is now available in four convenient delivery options – a five-ounce pump, a six-ounce aerosol spray, a half-ounce Go Ready™ spray pen, and the new towelettes. The complete Coleman Repellents family of products currently encompasses more than 20 items, including several insect repellent formulas, a 40-Hour Citronella Lantern, a Yard & Camp Fogger, an SPF 30 Sunscreen, a Cooler & Gear Deodorizer, and much more. Look for them near other Coleman-branded products in the Camping or Outdoor section at a retailer near you.

### **About Wisconsin Pharmacal Company, LLC:**

Wisconsin Pharmacal Company is a Coleman licensee and the exclusive manufacturer and distributor of Coleman Repellents. The company's complete portfolio of outdoor brands also includes: Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, and BAITMATE® fish attractants. For more details, please visit [www.PharmacalWay.com](http://www.PharmacalWay.com).

### **About The Coleman Company, Inc.:**

As an international leader in the innovation and marketing of outdoor products, The Coleman Company, Inc. helps people have fun and make memories by providing the gear integral to their favorite outdoor experiences. The company's products include its legendary lanterns and stoves, as well as coolers, tents, sleeping bags, airbeds, backpacks, furniture, and grills under the Coleman® brand. Additionally, the company provides flotation devices, towables, rainwear, waders, hunting and fishing gear as well as safety and survival equipment under its Stearns®, Sevylor®, Suspenders®, Hodgman®, Mad Dog Gear®, and Helium® brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation and can be found online at [www.coleman.com](http://www.coleman.com).

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