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Coleman Repellents *SkinSmart* Formula from Wisconsin Pharmacal Offers Highly Effective DEET Alternative

Jackson, Wis. – There’s an exciting new DEET-free insect repellent now available to outdoor retailers. It’s an ideal product for those consumers who seek reliable protection from mosquitoes and other biting insects, but are cautious about utilizing DEET. The comprehensive new line of Coleman® Repellents from Wisconsin Pharmacal Company includes a product with a highly effective **SkinSmart®** formula. SkinSmart repellent, which contains the active ingredient IR3535, is safe for the entire family and clinically proven to be just as effective as DEET. It provides up to eight hours of odorless protection against the most common biting insects, including mosquitoes, deer ticks and biting flies. It also dries quickly on the skin and does not leave the greasy residue often associated with many DEET-based products.

“A large percentage of consumers fall within two categories – those who reluctantly use DEET because there isn’t a highly-effective alternative readily available – and those who refuse to use DEET altogether,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company, the exclusive manufacturer and distributor of Coleman Repellents. “So, we know there’s significant demand for a DEET-free option like SkinSmart repellent. Plus, because it’s being marketed under one of the most recognized and respected brands in outdoor activities, we anticipate strong consumer response.”

The Coleman SkinSmart DEET-free formula will be available in a variety of user-friendly delivery systems, including a compact, Go Ready™ spray pen, a five-ounce pump spray and a six-ounce aerosol spray. 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. The aerosol spray is also lightweight and rust resistant. Plus, the product can be dispensed at any angle – even upside down. An easy-to-use Twist Lock top is incorporated into the aerosol and pump to help guard against unintended sprays.

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ADD ONE: SkinSmart – New DEET Free Alternative

IR3535, the active ingredient utilized for the Coleman SkinSmart formula, is an EPA registered bio-pesticide with a proven track record of excellent safety and efficacy against a variety of biting insects. It is the most widely utilized active ingredient in insect repellents throughout Europe, where it has been safely marketed for more than 20 years. Additionally, based on its EPA classification, IR3535 has the most favorable toxicology profile of any commercially available bio-pesticide – making it the safest highly-effective alternative for children.

“We believe SkinSmart will drive new consumers to the insect repellent aisle – it’s certainly an exciting new option for parents of younger kids as well as the large percentage of people who aren’t using repellents at all due to DEET concerns,” Kermendy said. “As an added benefit for retailers, consumers are more likely to apply SkinSmart liberally, which will lead to more frequent repeat purchases.”

For additional details about any of the products in the new Coleman insect repellents line, 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.

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 its Coleman[®] and Exponent[®] brands. Founded in 1900 and based in Wichita, Kan., Coleman is a wholly owned subsidiary of Jarden Corporation.