

1 WHAT IS INSECT SHIELD?

Insect Shield is a revolutionary new defense in the battle against bugs. Insect Shield technology converts clothing and gear into long-lasting, effective and convenient insect protection.

Insect Shield uses a man-made version of a natural repellent found in certain types of chrysanthemum flowers such as the African Daisy.

2 WHY INSECT SHIELD?

Within the last 10 years the number of victims of Lyme disease has more than doubled, and according to a recent New York Times article, cases of West Nile virus are already four times what they were one year ago. Clearly, protection is needed and Insect Shield technology has many advantages.

The following international agencies recommend insect repellent apparel:

The U.S. Dept. of Health & Human Services Centers For Disease Control and Prevention (CDC)

World Health Organization (WHO)

The American Academy of Family Physicians

The Public Health Agency of Canada

All of these agencies urge anyone concerned about insect-borne disease to use permethrin-treated clothing (like Insect Shield) as a protective measure.

3 WHICH INSECTS DOES IT REPEL?

Insect Shield protects against a variety of bugs, including those that can carry dangerous diseases like malaria, West Nile virus, Lyme disease, and dengue fever.

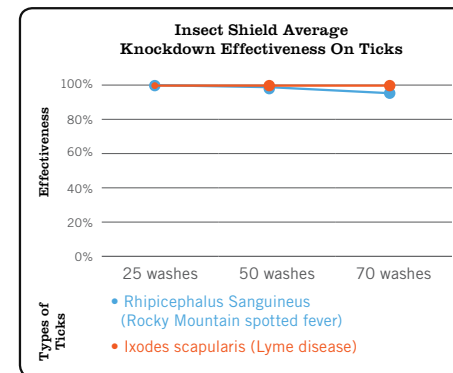
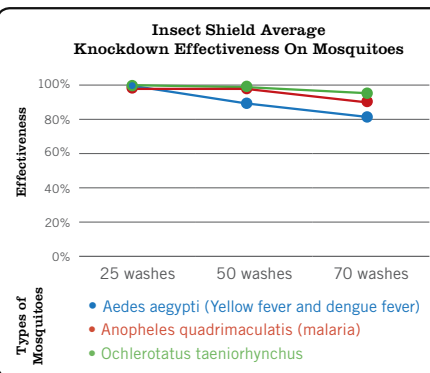
Insect Shield® Repellent Apparel is proven and registered with the EPA to repel mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums). EPA Registration No. 74843-2



4 HOW WELL DOES IT WORK?

Knockdown Testing Overview Knockdown, (or KD) testing is a widely accepted laboratory method for determining the efficacy of insect repellent-treated textile products. Many recognized agencies use KD testing, including the World Health Organization (WHO), the U.S. Centers for Disease Control and prevention (CDC), and the U.S. Department of Agriculture (USDA).

In KD testing, a repellent-treated textile sample is placed in an enclosed space containing insects for a specified time period, after which the sample is removed and the insects' reaction is documented. Insect Shield's Performance speaks for itself:



5 WHAT ARE THE BENEFITS OVER OTHER FORMS OF PROTECTION?

Insect Shield stays near your skin instead of on it. The repellency is long lasting, so re-application is not needed. This can help reduce worries about overuse or misuse of repellents. Insect Shield doesn't leave behind empty containers either.

6 HOW LONG WILL INSECT SHIELD LAST?

Insect Shield is built right into your clothes and lasts through 70 washings — the expected life of a garment and well beyond the life of most performance fabric finishes. So wear Insect Shield clothing for long-lasting, convenient protection from bugs.

WHAT ARE THE ADVANTAGES?

Insect Shield Advantages:

- Requires no re-application
- Has no potential for over-use
- Cannot be swallowed
- Is not harmful to eyes
- Can be used by women who are pregnant or nursing
- Can be used by infants and children of any age

The U.S. EPA issues a consumer labeling rating for each product it registers, and Insect Shield has been rated category IV—which is the most favorable rating.

EPA Toxicity Categories for Consumer Labeling

Category I	DANGER
Category II	WARNING
Category III	CAUTION
Category IV	NONE REQUIRED

The overall category is determined by the most severe route of exposure (i.e., oral, dermal, ocular, inhalation)

Product Name	Overall Toxicity Category
Bleach	I
Liquid Disinfectant Bowl Cleaner	I
Disinfectant Antibacterial Kitchen Cleaner	II
Mildew Remover	II
Insect Repellent, 23% DEET	II
Insect Repellent, 15% DEET	II
Insect-Repellent Clothing and Gear Spray, 0.5% permethrin	III
Disinfectant Daily Shower Cleaner	III
Military-Style Insect-Repellent Clothing Treatment, 0.5% permethrin	III
Insect Repellent for Kids, 7% DEET	III
Tick Repellent Spray, 0.5% permethrin	III
Insect Shield® Repellent Apparel	IV

Note: Similar sounding products with different EPA registration numbers may not be comparable in toxicity to those shown above.

INSECT SHIELD QUESTIONS AND ANSWERS?

Q: Which insects does Insect Shield repel?

A: Insect Shield® Repellent Apparel has been proven and registered to repel mosquitoes, ticks, ants, flies, chiggers, and midges (no-see-ums). Insect Shield® Repellent Gear has been proven and registered to repel mosquitoes, ticks, fleas, and flies. The EPA requires extensive effectiveness data to prove a product's ability to repel insects. Many species and varieties of these insects have been tested, including many that can carry dangerous diseases.

Q: Who recommends permethrin-treated apparel?

A: The following international agencies recommend permethrin-treated apparel such as Insect Shield®:

- The U.S. Centers for Disease Control and Prevention (CDC), www.cdc.gov/travel
- The World Health Organization (WHO), www.who.int
- The American Academy of Family Physicians, www.familydoctor.org
- The Public Health Agency of Canada, www.phac-aspc.gc.ca

Insect Shield represents a promising new approach to the longstanding problem of protection against both insects and the diseases they can carry. All of the above agencies actively encourage at-risk individuals to use permethrin-treated clothing as a protective measure against insect-borne diseases.

Q: What are the benefits of Insect Shield vs. other forms of insect protection?

A: Insect Shield® Repellent Apparel puts insect repellency near, instead of on, your skin. The protection is odorless and invisible. Repellency is long lasting, so no reapplication is needed. This provides convenience and can help alleviate concerns about overuse and misuse of repellent.

Q: How does Insect Shield compare according to the EPA?

A: The U.S. Environmental Protection Agency (EPA) issues a consumer labeling category rating for each product registered. Insect Shield has been rated a category IV by the EPA, which is the most favorable rating issued.

Q: Can Insect Shield® Repellent Apparel and Gear be used by children, infants and pregnant women?

A: Yes. Use of Insect Shield products by children of all ages, and pregnant women, is consistent with the EPA registrations of both Insect Shield apparel and gear.

Q: Does the product have an odor?

A: No. Insect Shield® protection is invisible, odorless, colorless, and does not change the feel of the garment.

Q: How long will Insect Shield protection last?

A: The repellency of Insect Shield apparel is EPA-registered to last through 70 launderings—the expected lifetime of a garment. This is also well beyond the life of most performance fabric finishes commonly used in the technical-apparel industry. Insect Shield products also have a long shelf life. Insect Shield-treated garments stored for ten years have shown no loss of repellent effectiveness.

Q: How do you care for Insect Shield products?

A: For items that can be washed, normal home laundering is recommended. Insect Shield® Repellent Apparel can be bleached, starched, pressed, etc., without effect on the repellent quality. It should NOT be dry-cleaned, however.

Q: Why can't the products be dry-cleaned?

A: Dry cleaning removes some of the active ingredient, reducing the insect repellent quality of the apparel.

Q: Do Insect Shield products require special storage?

A: No. The repellency has a long shelf life. Insect Shield-treated garments stored for ten years have shown no loss of repellent effectiveness.