

# THE LAST WORD ON WEST NILE PROTECTION.

{ MAKE THAT THE LAST 472 WORDS }

**WEST NILE VIRUS.** You can't turn a page these days without hearing something about it. But before you lock up your windows and bar the doors, here's how you can protect your family. With a bit of prevention, you can keep your family safe this summer.

## THE FACTS ABOUT WEST NILE VIRUS



Mosquitoes transmit the virus after feeding on the blood of birds that carry it. If that mosquito bites a human, it may take 3-15 days before signs of infection begin to appear. They include mild flu-like symptoms such as fever, body aches and often rashes. In rare cases, West Nile virus can cause inflammation of the brain or spinal cord.

## HOW TO AVOID INFECTION

### 1 MAKE YOUR YARD LESS APPEALING TO MOSQUITOES

- Remove all sources of standing water so mosquitoes can't lay eggs.
- Cut back vegetation where mosquitoes hide.

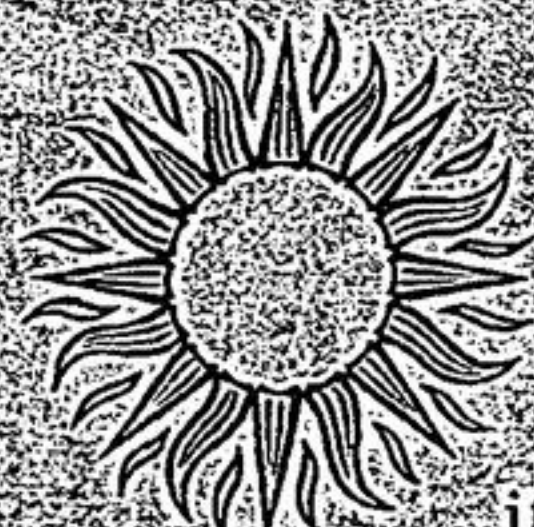
### 2 MAKE YOURSELF LESS APPEALING TO MOSQUITOES

- Try not to wear any strong fragrances.
- Dress in light coloured clothing, since mosquitoes are attracted to darker colours.
- Wear long sleeves and pants whenever you can.
- Use a federally registered repellent.

## OFF!® IS EFFECTIVE PROTECTION YOU CAN TRUST

OFF!® has the largest variety of insect repellents to keep mosquitoes away. Picking the right one for you and your family depends on a few factors: age, the amount of time spent outdoors, and whether or not you want a product containing DEET. Our DEET formulas range from 5% to 30%. The higher the DEET concentration, the longer the repellent will be effective.

## HOW TO KEEP YOUR KIDS SAFE THIS SUMMER



Use of a personal insect repellent decreases your child's chance of becoming infected with West Nile virus. That's where OFF!® comes in. Used according to directions, it's one of the best ways to protect your little ones this summer. For children between 2 and 12 years old, use products with 10% DEET\* or less up to three times a day. For children between 6 months and 2 years, use the same concentration, but only once per day. And, new OFF!® Botanicals is a non-DEET alternative suitable for kids aged 3 and up. Remember that all OFF!® products should be applied to children by an adult.



## OFF!® EFFECTIVE PROTECTION YOU CAN TRUST

### NON-DEET PROTECTION THAT WORKS

For those who would prefer a Non-DEET alternative, there's new OFF!® Botanicals – a unique formula based on an ingredient found in the lemon eucalyptus plant. The first of its kind in Canada, OFF!® Botanicals feels light on your skin and has a pleasant smell. It provides the same level of protection against mosquitoes as an insect repellent containing 5% DEET. It's perfect for backyard activities, picnics, barbecues, and gardening.



## GET THE MOSQUITO PROTECTION THAT'S RIGHT FOR YOU AND YOUR FAMILY

<b>DEEP WOODS® OFF!</b>	<b>INSECT REPELLENT PRODUCT</b>	DEEP WOODS® OFF! FOR SPORTSMEN 230 g	DEEP WOODS® OFF! AEROSOL 230 g	DEEP WOODS® OFF! PUMP SPRAY 100 mL	DEEP WOODS® OFF! PUMP SPRAY 30 mL	OFF! UNASCERTAINED AEROSOL 170 g
	<b>% DEET</b> <small>plus related toluamides</small>	<b>30%</b>	<b>25%</b>	<b>25%</b>	<b>25%</b>	<b>15%</b>
	<b>HOURS OF PROTECTION AGAINST MOSQUITOES</b>	<b>6 hours</b>	<b>6 hours</b>	<b>6 hours</b>	<b>6 hours</b>	<b>5 hours</b>
	<b>ACTIVITY</b>	<b>CAMPING, HUNTING, FISHING</b>				
<b>Repellents Recommended for Use on Children Under 12</b> <small>(Please refer to product labels for details)</small>						
<b>OFF!</b>	<b>INSECT REPELLENT PRODUCT</b>	OFF! FOAM 100 g	OFF! SKINTASTIC® MAGICOLOUR™ 175 mL	OFF! SKINTASTIC® LOTION 175 mL	OFF! SKINTASTIC® SPRAY 175 mL	OFF! SKINTASTIC® SPRAY FOR USE ON KIDS 175 mL
	<b>% DEET</b> <small>plus related toluamides</small>	<b>10%</b>	<b>7.5%</b>	<b>7.5%</b>	<b>7%</b>	<b>5%</b>
	<b>HOURS OF PROTECTION AGAINST MOSQUITOES</b>	<b>3 hours</b>	<b>3 hours</b>	<b>3 hours</b>	<b>3 hours</b>	<b>2 hours</b>
	<b>ACTIVITY</b>	<b>GARDENING, BACKYARD BARBEQUES, PLAYING IN THE YARD</b>				

\*How much protection do you need? Clip this out for quick reference!

\*plus related toluamides

For more information, visit [www.bugfreeliving.com](http://www.bugfreeliving.com)

**Johnson**  
A FAMILY COMPANY