



Repellents



Media Contact:

Bill Bussler
Celtic PR for Wisconsin Pharmacal Company
(262) 789-7630, ext. 131
billb@celticinc.com

FOR IMMEDIATE RELEASE

Don't like Chemicals? Coleman Repellents Now Offers a Plant-Based Alternative *New 100% natural formula repels mosquitoes, ticks, and other biting bugs for up to 6 hours*

Jackson, Wis. – Consumers who prefer a more natural approach to warding off mosquitoes, ticks, and other insects now have a new plant-based alternative – **Coleman® Botanicals Insect Repellent** from Wisconsin Pharmacal Company. This new, all-natural and pleasantly-fragrant repellent incorporates oil of lemon eucalyptus and provides up to six hours of protection. It is the latest DEET Free option to be added to the Coleman Repellents line, which also offers an exclusive SkinSmart® DEET Free formula. Launched in 2009, SkinSmart has proven to be a popular option among consumers who are cautious about using DEET-based repellents.



“Response to our SkinSmart formula has been very strong, so we wanted to offer another DEET Free alternative,” said Mike Kermendy, vice president of marketing for Wisconsin Pharmacal Company, the exclusive manufacturer and distributor of Coleman Repellents. “Now anyone who prefers natural insect repellents has a new option, which is widely available under the Coleman name – one of the most recognized and trusted brands in outdoor activities.”

The new Coleman Botanicals Insect Repellent will be available in two compact and convenient applicators – a 4 oz. pump and a .5 oz. Go Ready™ spray pen. They will retail for \$7.99 (for the 4 oz. pump) and \$3.99 (for the Go Ready pen). Both options are small enough to be easily stored in a purse, diaper bag, glove compartment, or backpack and will be available beginning in the spring of 2011 in the Camping or Outdoor section of major retailers nationwide.

-more-

ADD ONE: Coleman Repellents Introduces Plant-Based Alternative

In total, the Coleman Repellents family of products now 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. For additional details, including retail availability, please visit **ColemanRepellents.com**.

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.

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**.

###