806-32 6-28-2007 1/5

FRONT OF CONTAINER:

AVON
SKIN-SO-SOFT
S
S
S
BUG GUARD *PLUS*
IR3535®
EXPEDITION™
INSECT REPELLENT
SPF 30 SUNSCREEN SPRAY
VERY WATER RESISTANT
UNSCENTED

ACCEPTED
JUN 28 2007
Under the Federal Insecticide, Fungicide, and Rodenticide Act, as amended, for the pesticide registered under EPA Reg. No. 806-32

[ALTERNATE BRAND NAME #1:]
AVON
SKIN-SO-SOFT
S
S
S
IR3535®
EXPEDITION™
INSECT REPELLENT
SPF 30 SUNSCREEN SPRAY
VERY WATER RESISTANT
UNSCENTED

[ALTERNATE BRAND NAME#2:]
AVON
BUG GUARD *PLUS*
IR3535®
EXPEDITION™
INSECT REPELLENT
SPF 30 SUNSCREEN SPRAY
VERY WATER RESISTANT
UNSCENTED

KEEP OUT OF REACH OF CHILDREN
WARNING
See back panel for First Aid

ACTIVE INGREDIENT:

3-[N-butyl-N-acetyl]-aminopropionic acid, ethyl ester*	19.7%
OTHER INGREDIENTS:	80.3%
TOTAL:	100.0%

*IR3535®

1.0 OZ. (28.35 g)
2.0 OZ. (56.7 g)
4.0 OZ. (113.4 g)
6.0 OZ. (170.1 g)
8.0 OZ. (226.8 g)

[Text within brackets is optional and may appear on the back of container label]

BACK OF CONTAINER:

DIRECTIONS FOR USE: It is a violation of Federal law to use this product in a manner inconsistent with its labeling. An adult must apply this product to children under age 10. Do not apply over wounds, freshly shaved or irritated skin. **Shake well**. TO APPLY TO FACE: Spray palm of hand and rub on, avoiding the eye area. TO APPLY TO SKIN: Spray liberally with a sweeping motion; rub product on evenly before sun and insect exposure. FOR CONTINUED PROTECTION from mosquitoes reapply after 8 hours and from gnats, no-seeums, sand flies and biting midges reapply after 6 hours. For sunscreen protection, reapply after towel drying, swimming or sweating. REAPPLY AS NEEDED, NOT TO EXCEED 3 APPLICATIONS PER DAY.

STORAGE AND DISPOSAL
STORAGE: Store in cool, dry place away from heat or flame. DISPOSAL: Do Not Puncture or Incinerate! **If empty:** Place in trash or offer for recycling if available. **If partly filled:** Call your local solid waste agency for disposal instructions.

PRECAUTIONARY STATEMENTS: Hazards to Humans. WARNING. Causes substantial but temporary eye injury. Do not spray on face, clothing or in eyes. Do not rub eyes with fabric that has contacted product or treated skin. Discontinue use and consult a doctor if irritation or rash occurs. Ask a doctor before using on children under 6 months of age. For external use only.

PHYSICAL OR CHEMICAL HAZARDS - FLAMMABLE: Contents under pressure. Keep away from heat, sparks and open flame. Do not puncture or incinerate container. Exposure to temperatures above 130°F may cause bursting.

[Intentional misuse by deliberately concentrating and inhaling contents may be harmful or fatal.]

[Avoid contact with plastics, costume jewelry, leather and synthetic fibers. May damage painted or varnished surfaces, including nail polish.]

FIRST AID	
If in eyes:	• Hold eye open and rinse slowly and gently with water for 15 – 20 minutes. • Remove contact lenses, if present, after the first 5 minutes, then continue rinsing eye. • Call a poison control center or doctor for treatment advice.
Have the product container or label with you when calling a poison control center or doctor, or going for treatment. You may also contact 1-800-FOR-AVON for emergency medical treatment information.	

ACTIVE SUNSCREEN INGREDIENTS:

Octocrylene 9.0%
Octinoxate 6.8%
Oxybenzone 5.4%
Octisalate 4.5%

[OTHER INGREDIENTS: SD Alcohol 40-B, Water, Isobutane, Hexylene glycol, Polyurethane copolymer, Propane, Tocopheryl acetate (Vitamin E)]

[Text within brackets is optional and may appear on the back of container label]

BACK OF CONTAINER- continued:

To order, see an Avon Representative, or call 1-800-FOR-AVON. www.avon.com
Not for sale or use after expiration date.
EPA Reg. No. 806-GE
EPA Est. No. [013891-IN-001 PI, 013891-IN-001, 054487-GA-001 XP , 013891-IN-001]
[Boxed letters are first letters of lot number]
AVON PRODUCTS, INC., DISTR. 1251 AVE. OF THE AMERICAS, NY, NY 10020
© AVON 200X – ALL RIGHTS RESERVED

Bottom of Container:

[Boxed letters are first letters of lot number] Julian Day Lot Code Number
EXP Month / Year

Note to reviewer: The following statements, including those within brackets, are optional AND may appear on the product label AND / OR in marketing collateral materials AND the use of punctuation marks for each statement is optional

Dual protection from sun and certain insects

Combined sun and insect protection in one product

Light feel, strong protection

SHAKE WELL

SPF 30 Very Water Resistant

Helps prevent sunburn

Higher SPF gives more sunburn protection

Retains SPF after 80 minutes of activity in the water or sweating

PABA-free

U.S. Patent Nos. 6,719,959, 6,969,521 and 7,150,878

and other patents pending

Contains Vitamin E

[With] Vitamin E

[Contains] IR3535®

IR3535® is a registered trademark of Merck KGaA

IR3535® is chemically similar to β-alanine [, which occurs naturally]

Unscented

Easy to apply

Sprays at any angle

Light feeling spray

Non-oily

Not oily

Non-greasy

Not greasy

Light feel

Quick drying

Fast drying

For active [family] lifestyles

Suitable for the [entire] [whole] family

[Gentle] [Mild] formula

Gentle and mild formula

Formula does not need to be washed off when returning from the outdoors

Dermatologist tested

Hypoallergenic

Provides the whole family with an effective [broad-spectrum] outdoor insect repellent

Protection for the [entire] [whole] family

Strong protection for the [entire] [whole] family

[Strong] [Dependable] Protection

Effective, dependable protection

Provides strong and dependable [protection] [repellency]

When used as directed, works anytime to prevent mosquitoes from biting

[Repellency –] Avon's exclusive formula [with IR3535®] provides strong and dependable [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

[Repellency -] Patented technology that provides strong and dependable [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

[Repellency –] Provides effective and long-lasting [repellency] [protection] from mosquitoes, gnats, no-seeums, sand flies and biting midges

Exclusive patented enhanced duration technology

Patented time-release technology

Time-release formula

Patented controlled-release technology

Controlled-release formula

Strong and long-lasting [repellency] [protection] against mosquitoes [up to] [for] 8 hours

Strong [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

Long-lasting [repellency] [protection] against mosquitoes, gnats, no-seeums, sand flies and biting midges

Provides hours of [repellency] [protection] from mosquitoes, gnats, no-seeums, sand flies and biting midges

Strong [repellency] [protection] against mosquitoes

Long-lasting [repellency] [protection] against mosquitoes

Prevents mosquitoes from biting [up to 8 hours] [for 8 hours]

Repels mosquitoes [up to] [for] 8 hours

[Creates an] [invisible] [unseen] [hidden] [layer] [barrier] of protection to repel [certain insects] [mosquitoes]

Repels mosquitoes that may [carry] [transmit] West Nile Virus [up to] [for] 8 hours

Repels mosquitoes that may [carry] [transmit] West Nile Virus

No CFCs

Contains no CFCs [or other ozone depleting substances]

Federal Regulations prohibit CFC propellants in aerosols

Made in the USA