

DIRECTIONS TO APPLY

Shake Well and Apply liberally to all exposed skin, especially arms, legs, ankles, behind neck at least 15 minutes before venturing outdoors.

Do not apply to eyes or mouth, and apply sparingly around ears. When using sprays, do not spray directly on face.

The benefits of our product may last longer than the recommended time period however we highly suggest reapplication every 3.5 hours. Your individual body chemistry, weather conditions, level of physical exertion etc. are some of the factors that determine length of effectiveness.

As with all botanicals, be mindful of allergic reactions. Do a "sniff" and skin test at home before a full body application. If you or your child get a rash or other bad reaction from an insect repellent, stop using the repellent, wash the repellent off with mild soap and water, and call a local poison control center for further guidance. If you go to a doctor because of the repellent, take the repellent with you to show the doctor.

Before applying to a child under 6 years of age please consult your primary care physician.

After returning indoors, wash treated skin with soap and water or bathe. This is particularly important when repellents are used repeatedly in a day or on consecutive days.



Repels Ticks,
Flies, Gnats,
No-see-ums,
Fleas and
Mosquitoes that
may carry
WEST NILE VIRUS

INSECTOMETER™

Severe	39%
High	
Elevated	
Guarded	
Low	

45°N 68°W™

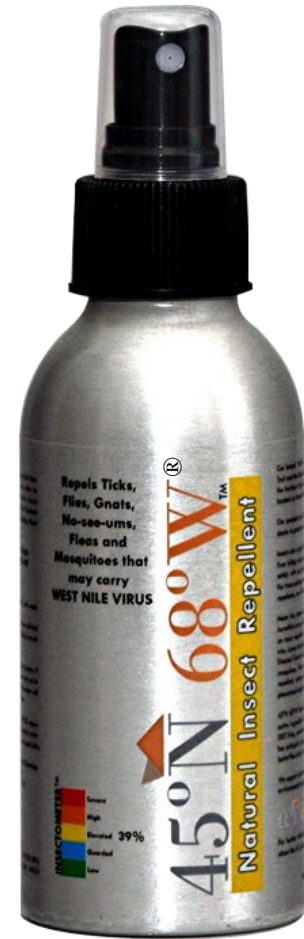
Natural Insect Repellent

www.45N68W.com

45°N 68°W™

45N 68W Inc.
Post Office Box 143
Jefferson Valley, NY 10535 USA
Tel: +1-646-470-4568
Email: hiking@45N68W.com
[Facebook.com/NOTdeet](https://www.facebook.com/NOTdeet)
[Twitter.com/45N68W.com](https://twitter.com/45N68W.com)

© Copyright 2011 45N 68W Inc.;
Registered Trademark | Patent Pending



“Like” us on Facebook
facebook.com/NOTdeet

... and be entered to win!!!

+ product announcements, events, promotions



www.NOTdeet.com



Thank you for purchasing 45°N 68°W® Natural Insect Repellent.

We launched it on June 6th 2009, *National Trails Day* in United States. Product Launch included a Road Trip and a hike of Katahdin in the midst of black fly season and yes, we used the same product you now hold in your hands.

This product is a result of our love for the great outdoors and **45°N 68°W®** signifies the coordinates of the Northern Terminus of the Appalachian Trail (45°54' 15.68" N 68°55' 16.59" W/ 45.9043556°N 68.921275°W) located on Mount Katahdin in Baxter State Park, Maine. Katahdin named so by the Penobscot Indians literally means "The Greatest Mountain". It has also inspired hikes, climbs, paintings, a piano sonata and now our brand.

It took us over two years in research, development and testing to bring the 45°N 68°W® Natural Insect Repellent to market. We use only the highest quality pharmaceutical grade oils for manufacturing and have tested the product extensively all over United States including Snake Bight in the Everglades, FL.

The 45N 68W® Team is confident that our natural Insect Repellent will enable you to enjoy the outdoors without any annoying insects. If you have any suggestions or feedback, please write to me.

Happy Trails & may you never lose your urge for adventure!

Anwer Qureishi
A fellow outdoor enthusiast
hiking@45N68W.com

Ingredients

Lemon Eucalyptus is highly recommended by CDC for clothing & skin to guard against biting insects. In two recent scientific publications, when products containing oil of lemon eucalyptus were tested against mosquitoes found in the US they provided protection similar to repellents with low concentrations of DEET.

Neem – It is a unique natural insect repellent, native to Indian sub-continent. For thousands of years, every part of the tree has been used and appreciated for its medicinal and insect-repellent properties. Neem extracts have been studied extensively by the U. S. Dept. of Agriculture, and have been developed into natural commercial pesticides which are safe for use on food crops. Anti-bacterial.

Rosemary - Credited with insect repellent properties.

Witch Hazel - Skin Protectant, Astringent and Anti-septic for cuts and bruises.

Glycerin - A rich Humectant (water-attracting/binding ingredient), emulsifier, and emollient naturally derived from vegetable fats. Draws moisture to the skin, and is water-soluble. Hydrator.

Soybean Oil possesses insect repellent properties and is a bite blocker.

Citronella - A plant-based insect repellent, and has been registered for this use in the United States since 1948. Antifungal properties.

Distilled Water – Water with no impurities, heavy metals or fluorides. Essential oils should not be applied in concentrated strength, serves as a diluting agent.

Polysorbate - Surfactant, a non-toxic oily liquid derived from oleic acid (fatty acid from plant source only) that serves to disperse oils in water.

Why Should You Buy?

Enjoy the Outdoors!

- Allows you to Enjoy the Great Outdoors.
- No pesky insects bother you.
- Pleasant Aroma.
- Long lasting – During independent field tests 45°N 68°W® Natural Insect Repellent performed consistently—surpassed & outlast comparable products with 30% DEET concentration, if applied correctly.
- Field tests suggest that strenuous physical activity increases the efficacy of the formulation as it interacts with your body chemistry.
- Formulation developed by & manufactured using the highest quality pharmaceutical grade essential oils, under the supervision of a New Jersey State Registered Pharmacist using Good Manufacturing Practices (GMP).
- Support Conservation – a portion of the annual sales will go towards maintaining The Appalachian Trail.

For Your Peace of Mind

- Safe for the *entire* family.
- Free of Harmful Chemical.
 - No N,N-Diethyl-meta-toluamide (DEET).
 - No Parabens.
 - No Synthetic dyes
 - No Petrochemicals.
 - No Genetically Modified Organisms (GMO's)
- Antiseptic properties.
- Cruelty-free product.
- Safe for the environment.
- Fully bio-degradable.
- Will not harm bees & butterflies.