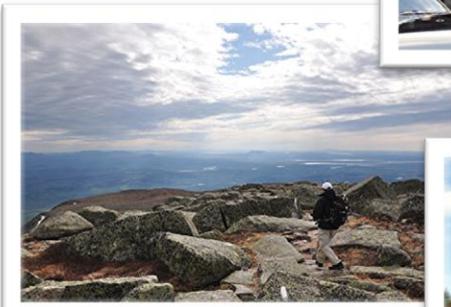


45°N 68°W®

Natural Insect Repellent

MEDIA KIT 2012



May the fulfillment come from the journey, and not the destination.

- Anonymous





TESTIMONIALS



Testimonials

“I would have never made it through the day without it. This makes two weeks in a row I’ve hiked in a river valley so thick with mosquitoes that you can hear them on my digital recordings and see them on video. Hiking season is officially over, at least in the bottomlands! Unless you have a headnet, or 45N68W. It beat back the hordes at Fisheating Creek, and that’s saying something. And Tuesday, it saved me from becoming lunch in another river valley. I’m still extraordinarily impressed with this stuff. “

– *Sandra Friend, an avid hiker, author of 8 hiking books, blogger and an authority on Florida hiking (an excerpt)*

(Testimonials - a sampling)



Testimonials

“If you are looking for a potent insect repellent that is safe for children and adults, 45N 48W is an all natural insect repellent that really does the job. 45N 48W gets its clever name from the GPS Coordinates of the Northern Terminus of the Appalachian Trail, located on Mount Katahdin in Baxter State Park, Maine. ... repellent was designed and tested by serious hikers who spend a lot of time in the backwoods.....We all know that Florida is known for having relentless mosquitoes in swamps. During a hike last May in the midst of the Okahumpka Swamp, we applied this 45N 68W prior to venturing into the woods and we remained mosquito free for the whole 2 -½ hour hike.....I pulled my bottle of 45N 68W and applied the insect repellent. The deer fly seemed to vanish and I was able to finish the hike without anymore evidence of ticks.”

--Barbara Bowen - an outdoor enthusiast, photographer, blogger and owner of an outdoor equipment store (an excerpt)

(Testimonials - a sampling)



Testimonials

“The good news is that 45°N 68°W worked well, because 3 days later I came home without any mosquito bites!” -- *Hiking Lady, hiker, blogger, an expert outdoor product reviewer (an excerpt)*

(Testimonials - a sampling)



Testimonials

“I purchased this for my daughter who is a diabetic and has had a transplant. She is unable to use the normal insect repellents due to her medical condition. She likes it and says it does very well for her!”

-- *Feedback on Amazon Webstore*

(Testimonials - a sampling)



Testimonials

“works and smells great! Thanks” -- *Feedback on Amazon Webstore*

(Testimonials - a sampling)



Testimonials

“My box also included a free T-shirt, a nice surprise!” --
Feedback on Amazon Webstore



(Testimonials - a sampling)



Testimonials

“I use your product & really like it.” -- *PD, Connecticut (a satisfied customer)*

(Testimonials - a sampling)



Testimonials

“I found the product to work very well.....I'm ordering 2 cans for my wife and I.” -- *DC, Florida (a satisfied customer)*

(Testimonials - a sampling)



Testimonials

“You have a great product.” -- *@JavaJuiceInc via Twitter*



(Testimonials - a sampling)



Testimonials

“Oh the weather is perfect for bugs! We like your product.” -- *PR, Florida (a satisfied retailer)*

(Testimonials - a sampling)



Testimonials

“I encountered hoardes of flies that literally covered me--until I applied my 45*N 68*W Natural Insect Repellent. The flies left immediately and did not return. Mosquitos did not bother me, either. Amazing product!” -- *Feedback on Amazon.com*

(Testimonials - a sampling)



Testimonials

“Best Insect Repellent This is the best! Was being attacked by deer flies and a spray of this kept us protected, and.. the best part is not having to be protected by potentially harmful insect spray. It has a nice scent too! Have purchased many to give away to spread the word about the great product.”

-- *Holly, Feedback on Amazon.com*



(Testimonials - a sampling)





DO YOU?



Recreational activities!

If you one or more of the activities listed, then you enjoy the great outdoors, possess a sense of adventure & appreciate nature.

- Hike
- Camp
- Backpack
- Trek
- Travel
- Photography
- Bird watch
- Garden
- Backyard BBQ
- Picnic
- Run
- Bike
- Golf
- Fish/Canoe
- Geocache



Professional activities

Occupational Safety and Health Administration (OSHA) cites examples of outdoor work which may be associated with increased risk of exposure to vector borne diseases :

- Construction
- Landscaping
- Forestry
- Brush cleaning
- Land Surveying
- Farming
- Railroad work
- Oil field work
- Utility line work
- Park/Wildlife management





DID YOU KNOW?



...Vector Borne Diseases?

- Vector-borne infections are diseases caused by pathogens transmitted by insects and ticks, have long impacted human affairs.
- Mosquitoes, Sand flies, Black flies, Kissing bugs and Ticks are among the most common carriers.



...Mosquitoes

- **Malaria** - the most deadly vector borne disease, it kills over 1.2 million people annually; one child every 30 seconds, about 3000 children every day. Please join us in supporting Against Malaria Foundation
<http://www.AgainstMalaria.com/45N68W>
- **West Nile Virus** – At this time there is no specific treatment available.
- **Dengue Fever** - The fatality rate for hemorrhagic fever is about 5 percent, according to the CDC.
- **Eastern Equine Encephalitis (EEE)** – It can affect the central nervous system and cause severe complications and even death. There is no specific treatment. A vaccine is available for horses, but not humans.



...Ticks

- Some of the more common diseases that you can get from a tick bite include (listed alphabetically):
 - Ehrlichiosis
 - Lyme disease
 - Rocky Mountain spotted fever
 - Southern tick-associated rash illness
 - Tick-borne relapsing fever
 - Tularemia
 - Other diseases that you can get from a tick in the United States include anaplasmosis, Colorado tick fever, and Powassan encephalitis.





WHY SHOULD YOU CARE?



...because “prevention is better than cure.”

- Apply an insect repellent at least 15-20 minutes before you venture outdoors (even if you decide to use the one based on the “four letter” chemical abbreviation).
- Wear light-colored pants and a long-sleeved shirt.
- Be weary about the time of the year you hike.
- Ankles are ticks’ favorite spot when they attack humans, so place an extra amount of insect repellent on them. Tuck your pants into your socks, I prefer to use leg bands which you can buy from any bicycle accessory store. Check yourself for ticks every 3 – 4 hours.
- Stay away from piles of sticks and moss; walk on grass or marked trails.





INGREDIENTS



Packaging

100% Natural



650 Actuations

Aluminum bottle

Minimal packaging



Recyclable



Lemon Eucalyptus

100% Natural



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

100% Natural



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.



Soybean Oil

100% Natural



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



Citronella

100% Natural



Citronella oil is plant-based insect repellent, and has been registered for this use in the United States since 1948. Also shown to have Antifungal properties.



Rosemary

100% Natural



Rosemary is also credited with insect repellent properties.



Witch Hazel

100% Natural



Witch Hazel Skin Protectant and Astringent. Also Antiseptic for cuts and bruises.



Glycerin

100% Natural



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.



Polysorbate

100% Natural



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



Distilled Water

100% Natural



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





45°68°W NATURAL INSECT REPELLENT

WHY BUY?



Enjoy the Outdoors!

- Allows you to *Enjoy the Outdoors.*
- *No pesky insects bother you.*
- **Pleasant Aroma**
- **Long lasting** – During field tests 45°N 68°W *Natural Insect Repellent* consistently surpassed & outlast comparable products with **30% + DEET concentration**, *if applied correctly.*
- Field tests suggest strenuous physical activity increases the efficacy of the formulation as the repellent interacts with your body chemistry.
- Formulation developed by & manufactured 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 and other worthy causes.



Peace of Mind

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

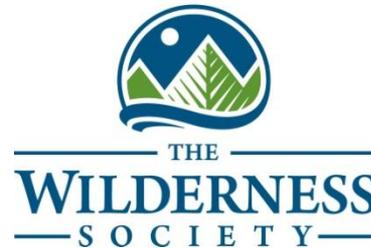


How to Apply?

- **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 product may last longer than the recommended time period however **we highly suggest reapplication every 3.5 hours**. Your individual body chemistry, weather conditions, physical exertion play are among 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.



We Support



Buy Local is a grassroots initiative open to anyone who believes in the benefit of spending money in the communities where he or she lives, works, goes to school, and plays. Now more than ever, you can have a major impact on maintaining your community's quality of life simply by paying attention to where you shop.



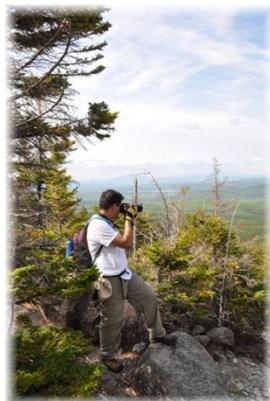
Note: A sampling of worthy causes we believe in.



We are pleased to announce that satisfied customers in all 50 US states, Puerto Rico, Canada, UK, France, New Zealand & Australia recommend our products & customer service. Do try our Natural Insect Repellent.

Any questions, concerns, comments, testimonials please write to us at hiking@45N68W.com.

Thank You!



**Discoveries are often made by not following instructions,
by going off the main road, by trying the untried.
- Frank Tyger**



buy at www.NOTdeet.comTM



CONSUMER COMMODITY



Our product(s) are born out of our passionTM
for the outdoors and the desire to promote
an active lifestyle.

45N 68W Inc.

A Natural Insect Repellent
Post Office Box 143
Jefferson Valley, NY 10535
USA

E-Mail hiking@45N68W.com

Like "Us" facebook.com/NOTdeet

Follow twitter.com/45N68W

Website 45N68W.com | NOTdeet.com

Buy 45n68w.amazonstore.com

