



## Warmest January on Record Alerts Experts to a Potential 'Mosquito Mayday'

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### ***New Active Ingredients Recommended by CDC Offer More Options for Protection; New Online Brochure Helps People 'Pick the Right Repellent'***

ST. LOUIS, April 27 /PRNewswire/ -- The United States had its warmest January on record this year, according to the National Oceanic and Atmospheric Administration. That, combined with wet weather in pockets of the country and debris from a season's worth of heavy storms, means mosquitoes -- and the diseases they carry -- could very well be a serious health threat again this year.

The unseasonably warm January, coming on the heels of rains ending the drought that much of the country has suffered for the past year, provides perfect conditions for massive numbers of mosquitoes to hatch with the first warm, wet day. Compounding the problem is debris from last year's hurricanes and other recent storms, which offers those new mosquitoes plenty of places to rest and lay more eggs.

The good news for consumers is that they have more options than ever in protecting themselves from mosquitoes. Last year, the Centers for Disease Control recommended two new active ingredients as effective alternatives to DEET:

- Picaridin, which is virtually odorless with a light, clean feel. Picaridin was introduced in the U.S. last year in Cutter Advanced.
- Oil of Lemon Eucalyptus, a plant-based repellent, available under the Repel brand name.

Based on the immediate popularity of these products last year, Spectrum Brands, the manufacturer of both Cutter Advanced and Repel, is expanding its line of Picaridin products to include wipe and aerosol forms and higher concentration formulas providing protection for up to eight hours.

Dr. Lyle Petersen, director of the Centers for Disease Control and Prevention's Division of Vector-Borne Infectious Disease, recently reported at the National Conference on West Nile Virus, "We have more people living in areas where West Nile virus is, and the reality is the potential for bad news has never been greater."

What can people do to protect themselves this summer against mosquito bites and the potential diseases they carry? Simple -- much the same way people won't go outside without sun protection, they need to use an insect repellent whenever they go outdoors.

"The single most important thing individuals can do to protect themselves is wear insect repellent because it is the last line of defense against mosquito bites," said former Navy medical entomologist Joe Conlon, now a technical advisor to the American Mosquito Control Association. "And with two alternatives to DEET recommended by the CDC, people now have choices in safe, effective protection."

#### New Repellent Options

While DEET-based mosquito repellents have set the standard for protection in the U.S. for decades, many consumers have voiced some dissatisfaction with the odor and skin feel. Also, DEET is a plasticizer, meaning the chemical reacts aggressively with plastics, coatings, and other synthetic materials. (For example, DEET can "melt" plastic flip-flops, ruin camping equipment, or leave fingerprints on plastic or varnished surfaces.)

Currently, only two in five American adults use insect repellents. To help improve usage rates, last year the CDC recommended two new active ingredients in addition to DEET for effective protection against West Nile virus: Picaridin and Oil of Lemon Eucalyptus.

Spectrum Brands is the only company in the U.S. to offer repellents with DEET, Picaridin, and Oil of Lemon Eucalyptus -- all available under the Cutter and Repel brand names. "We are working hard to educate people about these new active ingredients and how to choose the repellent that's right for them and their family," said Mark Bauman, marketing director, Spectrum Brands. "By offering repellents with all three CDC-recommended active ingredients, we hope we are encouraging the 60 percent of Americans who don't use any repellents to try something this summer."

In addition not damaging plastics or other synthetic materials, Picaridin and Oil of Lemon Eucalyptus also have a variety of other benefits:

Picaridin - introduced in the U.S. last year in Cutter Advanced (7 percent Picaridin), it provides the same, effective protection as DEET, but in a formula that is virtually odorless with a light, clean feel. These improved cosmetic benefits could reduce consumers' aversion to applying repellents. This year, Cutter Advanced Sport (an aerosol with 15 percent Picaridin) lasts twice as long as the original pump and also protects against ticks. The original Cutter Advanced also is now available in a wipe form, allowing for more controlled application. Picaridin is safe to use on children older than two months.

Oil of Lemon Eucalyptus (OLE) - derived from the Eucalyptus Citriodora tree, this active ingredient -- registered with the Environmental

Protection Agency and tested for safety and efficacy -- is proven effective against mosquitoes and ticks. This active ingredient is available in the U.S. exclusively in Repel Lemon Eucalyptus, which is a 40 percent OLE pump. This repellent is the perfect option for those who want a natural product. Lemon Eucalyptus is recommended for children older than three years.

Both Cutter Advanced and Repel Lemon Eucalyptus are priced comparable to DEET-based repellents.

According to Conlon, there is one key factor on deciding which active ingredient to choose when selecting an insect repellent: "The most important thing is for people to pick a repellent they are going to use ... and then use it."

A free brochure titled "How to Pick the Right Repellent" is available online at several Web sites, including <http://www.cutteradvanced.com> , <http://www.repel.com> , <http://www.picaridin.com> , and <http://www.lemoneucalyptus.com> . The brochure provides more information on DEET, Picaridin, and Oil of Lemon Eucalyptus, including protection times and safety information.

For more information about the West Nile virus and ways to protect against mosquitoes, visit <http://www.cdc.gov/westnile> .

About Spectrum Brands, Inc.

Spectrum Brands (NYSE: SPC) is a global consumer products company and a leading supplier of batteries, lawn and garden care products, specialty pet supplies, shaving, grooming and personal care products, household insecticides, and portable lighting. Spectrum Brands' products are sold by the world's top 25 retailers and are available in more than one million stores in 120 countries around the world. Headquartered in Atlanta, Georgia, Spectrum Brands has approximately 10,000 employees worldwide. The company's stock trades on the New York Stock Exchange under the symbol SPC.

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