

NEWS

FOR IMMEDIATE RELEASE

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Nature's way to shoo bugs

Buggins® uses a natural herbal repellent found to be as effective as DEET

Over 60% of the population does not use an insect repellent containing DEET. This can be due to perceived toxicity concerns, the oily feel or smell, infrequent use or consumer's dislike of synthetic chemicals and 'pesticides'. While DEET continues to be the gold standard in the repellent industry, people are searching for effective, preferably natural, alternatives.

Entomologists at the University of Florida have been researching insect repellents for years. After testing thousands of compounds, **geraniol** has been shown to be an effective alternative to DEET. An FDA-GRAS ingredient, it is extracted from plants that have the natural ability to protect themselves. They note, "Geraniol-based repellents appear to be effective for a wider variety of blood feeding arthropods than low rate DEET products."

Most consumers will agree that bug spray has to smell bad to work*. With a human's large infrared signature, volatile vapors, rather than a scent mask, are needed to keep bugs away. "Even under severe conditions, our field tests on mosquitoes, gnats and stable flies show Buggins® provides better overall performance than picaridin, lemon eucalyptus or other essential oils," explained Brian Weekley, a chemical engineer at Bugg Products LLC. "My three year old son and I observed over 200 mosquitoes below the knee in northern Minnesota with no bites. It will work on those ankle-biter flies in the bottom of the boat too!"

In a different test with a light population of mosquitoes (<20), a 7% picaridin solution produced bites as soon as it dried. More field research on picaridin has shown poor performance with other human subjects on mosquitoes and very poor performance on biting flies. Using it at this low concentration, coupled with a relatively high vapor pressure [picaridin - 2.25 mm Hg (1347x), geraniol - 0.02 mm Hg (12x), DEET - 0.00167 mm Hg (1x)], leaves little product on the skin and makes this formula evaporate too quickly - roughly 1347 times faster than DEET.

Buggins® uses pure peppermint oil combined with geraniol and has a unique aroma consisting of refreshing mint, garden roses and creamy vanilla. These plant-based ingredients are mixed with water, not alcohol or oil. It is not sticky or greasy and does not need to be washed off. When there are only a few nuisance bugs and the power of DEET is not required, Buggins® provides relief from annoying insects like mosquitoes, no-see-ums, gnats, ticks and biting flies (stable, black, deer and sand flies). It's great for little kids (Ages 1+) as well as adults.

Bugg Products LLC is located in Long Lake, Minnesota. Their products are distributed nationwide through SuperValu and sold mainly in the Midwest at retailers such as Cub Foods, Shop 'n Save, Holiday Stationstores, Coborns/Cashwise, Byerlys & Lunds, Walgreens and Ace Hardware.

* While this has traditionally been the case, Buggspray Original with 25% DEET breaks that paradigm.

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