



## INFO

From our mosquito experts

### OFF!® PERSONAL REPELLENT FACTS

**OFF!**® personal insect repellent was developed and launched in the United States in 1957 under the leadership of 4th generation SC Johnson leader Sam Johnson. Today, the global portfolio of **OFF!**® personal repellents (in some markets, the SC Johnson personal repellents are sold under the **Autan**® brand) includes a variety of formats, including: creams, sprays, aerosols, lotions and wipes that can be applied directly on skin.

#### How Do OFF!® Personal Repellents Work?

The active ingredients in **OFF!**® skin applied personal repellents are DEET (N,N-diethyl-meta-toluamide) or picaridin (hydroxyethyl isobutyl piperidine carboxylate). Both active ingredients are effective in repelling mosquitoes and work by forming a vapor barrier at the skin's surface that affects the scent receptors in these biting insects, which deters them from landing on and biting us.

#### OFF!® Milestones

**1957** **OFF!**® personal repellents in aerosol and liquid form launch in the U.S.



**1962** **OFF!**® unveils its signature brand orange color

**1965** **OFF!**® expands internationally with a launch in Canada

**1969** First personal repellent in a stick format is introduced



**1973** **OFF!**® aerosol, called **Skinguard**®, launches in Japan

**1974** **Deep Woods OFF!**® aerosol and lotion launch in the U.S.

**1977** **OFF!**® **Towelettes** are introduced in the U.S.

**1980s** **OFF!**® is launched in South America and parts of Europe



**1982** New **Deep Woods OFF!**® offers long-lasting protection



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**1988** OFF!® is introduced in Egypt

**1991** Skintastic® line of personal repellents for families is launched



**1993** OFF!® is introduced in Australia

**1994** OFF!® launches in Italy



**2003** Global portfolio of pest control products is strengthened by acquisition of the **Autan**® brand

**2004** OFF!® Kids launches in Brazil

**2005** OFF!® **Active**® and OFF! **Deep Woods**® Sportsmen are introduced



**2007** OFF!® **Smooth & Dry** aerosol launches in the U.S. and Europe

**2008** OFF!® insect repellents are sold in more than 40 countries across the globe

**2015** OFF!® is named “Most Trusted Bug Repellent” by BrandSpark\*



To learn more about OFF!® repellents, visit <http://www.off.com/>

\* [http://www.brandsparkmosttrusted.com/2015winners\\_usa.html](http://www.brandsparkmosttrusted.com/2015winners_usa.html) (More than 80,000 respondents, reflecting the profile of the American Household Shopper, determined the 2015 BrandSpark Most Trusted Awards winners through their "top of mind" responses for 101 categories in which they purchase.)