University-developed products use Geraniol to effectively repel pests

CARTERSVILLE, GA (May 2007) — Traditional insect repellents can be effective, but the potential health risks have people thinking twice about slathering synthetic man-made pesticides on their clothing, arms, legs and faces.

Today, a naturally derived, plant-based insect repellent is emerging as an effective alternative to traditional pesticides such as DEET. Whether you’re gardening, playing outside, picnicking, hunting, fishing, camping, hiking, or golfing, BugBand insect repellent’s pleasant-scented Geraniol vapors create an invisible shield that’s safe for children and pets, and can be used around food. BugBand insect repellent is available in several forms, including wristbands (for everyday use) and pump spray and towelettes (for heavier-duty applications), as well as a variety of commercial applications.

BugBand is not only a safer choice; in many cases, it’s more effective. According to laboratory and field studies by the University of Florida, Geraniol the plant-based active ingredient in BugBand, has been proven effective in repelling a wide variety of insects, including mosquitoes, ticks, flies, gnats, no-see-ums and fleas. “Going without protection when you’re outside simply isn’t an option,” says BugBand president Dan Ritter. “The fact that Geraniol is both safe and effective makes it an alternative that families can feel good about.”

Geraniol is a naturally occurring repellent that can be extracted from geranium oil through a unique refining process. Cartersville, GA-based EES, Inc. (Effective Environmental Solutions), licensed the technology from the University of Florida, Gainesville, which developed and tested alternatives to chemicals over a 17-year period.

BugBand insect repellent is made in the USA and is available online at www.bugband.net, and at department, grocery and drug stores across the country, including Bed, Bath and Beyond; Bass Pro Shops, and Sportsman’s Warehouse. For more information or to order online, visit www.bugband.net.

What is Geraniol?
For years, people have planted geraniums on their porches or in window boxes, believing that the flowers helped deter mosquitoes. Today, scientific data supports that belief. Geraniol, a natural oil derived from geranium plants, has been proven to be an effective means of repelling blood-feeding insects. The everyday geranium plants we grow in our gardens and flowerpots
contain geranium oil, although only at low levels. Geranium plants earmarked for commercial oil production have been bred and refined over the years, and are currently grown in Nepal and other Southeast Asian countries.

**BUGBAND PRODUCTS**

**Wristbands:** The vapors from the plastic BugBand wristband form a protective shield, keeping insects (including mosquitoes, ticks, flies, gnats, no-see-ums and fleas) a safe distance away. While many repellents are easily diluted or rinsed off with swimming or perspiration, the wristband just keeps working, up to 120 hours. It’s packaged in an innovative reusable plastic “pod” which can be used to store the wristband and sealed between uses to preserve the active life of the product. The plastic band is designed with a patented break-away strap that snaps if it becomes entangled. It can also be worn on belt loops, hatbands, pet collars, fastened in tents, attached to baby carriages or applied to other areas where insects could be a problem. Several wristbands can be strung together to create a longer band. A good choice for recreational and lighter-duty applications, the BugBand wristband comes in multiple colors, including dark green, light green, blue, yellow, red, pink, and glow-in-the-dark. It has a suggested retail price of $4.95, and is available at retailers including Bed, Bath and Beyond and Bass Pro Shops, and online at www.bugband.net. A family pack is also available that offers four bands -- each in its own “pod” -- for the price of three, $14.95.

**Pump Spray:** Perfect for when you need more heavy-duty protection, BugBand spray lotion does not contain any propellants, but relies on a highly effective metered pump sprayer to dispense a fine mist over the area to be treated. By spraying the BugBand liquid directly on clothing or skin, the Geraniol vapors form a protective barrier to deter blood-sucking insects from biting. It is ideal for uses around the ankles, wrist or neck, where insects tend to invade clothing. Use once for hours of insect protection. The 6-ounce BugBand pump spray has a suggested retail price of $6.95, and is available at many retailers, and online at www.bugband.net.

**Towelettes:** The BugBand towelette is a very handy, easy-to-use method of applying Geraniol insect repellent. The 6-by-8-inch pretreated towelettes are available in 15- or 40-count containers. Easy to use, safe and effective, the towelettes allow for exact application of Geraniol lotion on exposed skin. They’re ideal for using around your face or neck without worrying about over-applying. The BugBand 15-count towelette dispenser has a suggested retail price of $6.79 (40-count: $11.95), and is available at retailers including many Walgreens locations; Bed, Bath and Beyond; and Sportsman’s Warehouse, and online at www.bugband.net. BugBand towelettes are also available in a foil two-pack for $.99. The towelettes can be folded and stored in the foil container for future use.

BugBand Geraniol repellent is also available in commercial applications, including spray-a-jell, bead bags, dumpster deodorant, playground/grounds granular insect repellent, and livestock bedding treatment. For more information, visit www.bugband.net or call 1-800-473-9467.