

Keep Bugs at Bay with DEET-Based 3M Ultrathon Insect Repellent; 3M Introduces a New Pump Spray to its Ultrathon Insect Repellent Family of Products

When spending time outdoors this summer, the last thing you want to worry about are annoying pests, like mosquitoes and ticks, which may carry West Nile virus or Lyme disease. While a long-lasting insect repellent is essential for an avid outdoor enthusiast, the average person lounging at a family barbecue may only need a few hours of protection. 3M Ultrathon insect repellent is expanding its family of products by introducing a new DEET-based formula in a pump, so you can personalize your protection according to your outdoor activity.

With 19 percent DEET, the Ultrathon insect repellent pump lasts up to three hours and has a secure locking screw-on cap, making it perfect for families on the go. Ideal for a hike or some fun at the pool, a single application of the Ultrathon insect repellent pump repels mosquitoes and ticks for up to three hours and is splash and sweat resistant, so families can apply it fewer times throughout the day.

"Originally developed for the U.S. army, Ultrathon insect repellent has become trusted for its long-lasting protection for people spending extended periods of time outdoors," says George Dierberger, marketing manager, 3M Sports and Leisure Products. "With the new pump formula, we wanted to provide that same quality of protection for families in more everyday situations, such as gardening or relaxing in the backyard."

Other products in the Ultrathon family include a lotion and an aerosol. Rated highly in the June 2006 issue of a leading magazine that rates consumer products, the lotion lasts up to 12 hours with 34 percent DEET and is ideal for adventurous outdoor activities, such as mountain biking or rock climbing. The aerosol is perfect for a family day-trip to the beach or national park, since it lasts up to eight hours with only 25 percent DEET.

All Ultrathon products are sold at mass merchandise, drug, food, hardware and sporting goods stores. The suggested retail price for the pump is \$5, while the aerosol retails at \$5.49 and the lotion at \$9. For more information about the Ultrathon family of products, visit www.ultrathon.com.

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Every day, 3M people find new ways to make amazing things happen. Wherever they are, whatever they do, the company's customers know they can rely on 3M to help make their lives better. 3M's brands include Scotch, Post-it, Scotchgard, Thinsulate, Scotch-Brite, Filtrete, Command and Vikuiti. Serving customers in more than 200 countries around the world, the people of 3M use their expertise, technologies and global strength to lead in major markets including consumer and office; display and graphics; electronics and telecommunications; safety, security and protection services; health care; industrial and transportation. For more information, including the latest product and technology news, visit www.3M.com.

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