Bushman was founded in 1990 by a formulations chemist with over 35 years experience developing personal insect repellents

His goal was to produce the very best repellent available...

...and so Bushman was born...

Bushman was developed in the tropics *for* the tropics and tested in 'the swamps' of Western Australia to ensure it was the best in the harshest of environments

Over 24 years BUSHMAN has grown to be Australia's No. 1 premium repellent

Bushman are makers of Australia's most effective repellent

DEET is the best active to repel mosquitoes!

"...Gold Standard in Repellents..."

The New England Journal of Medicine on DEET

"...DEET is one of the most widely tested consumer products of any type...

...consumers have used DEET reliably for more than 50 years in repellents!"

The New England Journal of Medicine

DEET has been applied over 8 BILLION TIMES by people since 1956!

Myth: People are allergic to DEET

Fact:

Reaction rate to DEET is estimated to be 1 in 100 million

Myth: Some "natural" repellent products are safer than DEET

Fact:

"...'Natural' repellents are not necessarily safe repellents' ..."

University of Florida scientists Jonathan Day and Roxanne Rutledge

"DEET has been shown to be an extremely safe and effective repellent"

United States Environmental Protection Agency

In its undiluted, raw form DEET is very oily and it smells. Actually, it stinks. However...

...Bushman has been specially formulated to neutralise the smell of DEET. It is also invisible in both look and feel... no more greasy, oiliness!

Authorities in ALL states recommend using a repellent with DEET...

DEFEND AGAINST DENGUE

- wear a good repellent (containing DEET or Picaridin)

- Use insect repellent containing DEET

Government of Western Australia Department of Health

- applying a personal repellent containing diethyl toluamide (DEET)
Natural or organic repellents are generally not as effective as DEET

NSW Health

The best mosquito repellents contain Diethyl Toluamide (DEET)

Government of South Australia SA Health

State Government Victoria

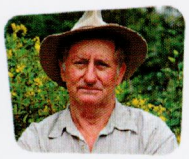
Most natural or organic preparations are not as effective as those containing DEET

VECTOR BORNE DISEASE INCREASE

	2002	2013
Barmah Forest virus	907	3958
Chikungunya virus	1	118
Dengue virus	223	1531
Ross River virus	1451	3567

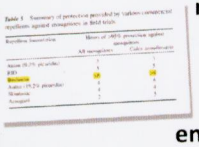
Source: Australian Government Department of Health and Ageing. National Notifiable Diseases Surveillance System

INDEPENDENT REVIEWS



"...Absolutely, Positively The Best Repellent I have ever used..."

Dick Eussen
One of Australia's foremost photojournalists



Bushman was tested against its rivals by the Australian Army

It was still offering 100% protection when the test ended...no rival repellents were!

"...As a professional entomologist I pay particular attention to insect repellents and I was most impressed by this one...

...it's highly effective on a wide range of insects... it's not greasy and has almost no odour..."

Patrick Porter Ph.D, U.S. Government Entomologist

CHOOSING & USING

DEET Concentration

Simple, the higher the concentration... the longer it lasts. But be careful, if it's a very low percentage (<10%) it won't last very long at all

Application

It's believed that a mosquito can find an exposed/ unprotected area of skin the size of a small coin and attack!

You must make sure that when applying any repellent you cover all exposed skin completely

Wear and Tear

Be mindful if you're outdoors and working up a sweat, the repellent could be getting washed or rubbed off

Be sure to keep your repellent coverage topped up!

For this very reason Bushman is specially formulated to stay on the skin and protect

BUSHMAN BENEFITS

Water & Sweat Resistant
Resists 'wash off' or 'rub off' in outdoor environments

Family Friendly
Suitable for anyone over 3 years of age

Non-Greasy
Comfortable and pleasant to wear in any situation

Smells Great
Bushman 'beats-the-DEET' in terms of smell! It has a mild, pleasant odour

Time Release Technology
Slowly releases the active repellent... meaning it lasts longer!

1 MILLION

...The amount of people killed each year by Malaria

1 CHILD DEATH

...Every 30 seconds from Malaria... today!

500,000

People are infected with severe Dengue each year

...of which **12,500** people die!

The amount of cases of Yellow Fever per year... **200,000**

...Leading to... **30,000** Deaths!

It is believed that Malaria has killed more people than all the wars that have ever been fought

In WWII Malaria killed 60,000 US troops alone. That's why the US Military developed DEET...

Why Bushman?

- ***Long-lasting protection***
  Range offering from 7 up to 15 hours protection... in real world environments
- ***Water & Sweat Resistance***
  Many rival repellents are easily washed or rubbed off when in hot and humid conditions. Bushman stays on the skin and protects
- ***Pleasant to Wear***
  All Bushman products are non-greasy with a pleasant odour
- ***Family Friendly***
  For anyone over 3 years of age
- ***Bushman uses the best Active***
  Read more about DEET overleaf...

Welcome to the BUSHMAN *guide to insect repellents*

We hope this will help you make an informed choice next time you're buying a repellent

Let's start by understanding 'the enemy' a little better...

MOSQUITOES HAVE **47** TEETH... ...BUT THEY DRAW BLOOD USING THEIR PROBOSCIS

ON AVERAGE MOSQUITOES WEIGH **0.0025g**

0.001ml TO **0.01ml** ...IS THE AMOUNT OF BLOOD A MOSQUITO TAKES IN A SINGLE BITE

BUZZzzzzzzzzzzzzzzzzzzzzzzzz...

...that's the sound of a mosquito flapping its wings at **600 times a second**

Only the female mosquito sucks blood. It's not for food, it's to reproduce

Mosquito saliva has some of the same ingredients as rat poison

After biting a mosquito leaves a dollop of saliva. It's our natural immune response that results in that annoying itching

Mosquitoes bite both day and night

The Aedes species of Mosquito bite during the day. Others, like Culex, start biting at dusk and continue a few hours into dark

Our bodies produce more than 340 odours. Mosquitoes are fond of octenol, released in sweat, as well as cholesterol, folic acid and certain bacteria

Diseases that Mosquitoes spread include...

- *Dengue Fever*
- *Rift Valley Fever*
- *West Nile Virus*
- *Encephalitis*
- *Chikungunya*
- *Yellow Fever*
- ***Malaria***
- *Epidemic Polyarthritis*