

# the buzz about BUG Guard

**Educate yourself.** See the handy guide below. The entire line is DEET-FREE, which is especially important to moms with young children. These products are suitable for the entire family and are available in scented and unscented forms.

**Target:** sports teams and clubs, outdoor enthusiasts (gardeners, hikers, golfers and tennis players; those who like to go fishing and camping), parents getting ready for the beach, summer vacations and kids' camps. (Some camps only allow pump and lotion dispensers and you've got them!)

**Use Bug Guard Plus yourself.** Share your testimonial along with the reviews and ratings shown in Brochure 12 and posted on avon.com.

**Spread the word.** Skin So Soft has instant name recognition, so be sure to let current and potential Customers know that you have Bug Guard Plus. Harness the power of social media to reach even more potential Customers! Post on Facebook, tweet on Twitter, etc.

**Take advantage of the Bug Guard Special Representative Offer (pgs. 2-3) so you'll have products on hand for instant sales.**

**DON'T MISS THIS PERFECT SAMPLING TOOL!**  
ONE BOX OF TOWELETTES COULD YIELD SALES OF 8 FULL-SIZE PRODUCTS OR MORE!



✂ COPY AND CUT THIS GUIDE TO HELP CUSTOMERS CHOOSE BUG GUARD PLUS PRODUCTS

AVON

## SKIN SO SOFT BUG GUARD PLUS GUIDE

ALL SKIN SO SOFT  
BUG GUARD PLUS  
PRODUCTS ARE  
**DEET-FREE**

Read and follow label  
directions and precautions.

### DESCRIPTION

### USAGE

### OTHER KEY BENEFITS

### FORMS

☀ DAY



#### Skin So Soft Bug Guard Plus IR3535® Expedition + SPF

- › Gentle, mild formulas, yet long lasting
- › Contains the active ingredient IR3535®, an effective alternative to DEET
- › SPF protection

- › Suitable for the entire family when outdoors during the day

- › Contains Vitamin E, nongreasy, pleasant scent, hypoallergenic, dermatologist-tested

- › Aerosol Spray (SPF 28)
- › Pump Spray (SPF 30)
- › Family-Size Pump Spray (SPF 30)

☾ EVENING



#### Skin So Soft Bug Guard Plus Picaridin

- › Time-release technology
- › Strong and dependable protection

- › Suitable for the entire family during dawn and dusk, when mosquitoes are most active

- › Contains Vitamin E, nongreasy, pleasant scent, dries quickly on skin

- › Aerosol Spray
- › Pump Spray
- › Family-Size Pump Spray
- › Towelettes

≈ SPF WATER-RESISTANT



#### Skin So Soft Bug Guard Plus IR3535® Lotions + SPF 30

- › SPF water-resistant
- › Contains the active ingredient IR3535®, an effective alternative to DEET
- › SPF protection

- › Suitable for the entire family at the beach or pool, or playing sports (sweating)

- › Contains Vitamin E and aloe; hypoallergenic and PABA-free

- › Gentle Breeze™, dermatologist-tested.
- › Cool 'N Fabulous Disappearing Color, pediatrician-tested

ANTI-ITCH  
Does not repel bugs.



#### Skin So Soft Bug Guard Plus Anti-Itch Spray

- › Provides temporary itch relief from bug bites

- › For use after bug bites

- › Soothes and calms skin that has been bitten by bugs

- › Pump Spray