

## AUTAN | THE MOSQUITO REPELLENT



The smallest vampires are the most dangerous. Mosquitoes and ticks not only suck human blood, they can also carry life-threatening diseases like malaria, meningitis, yellow fever and Lyme borreliosis. The risks are infinite. There are thousands of types of mosquitoes swarming through the air from the North Cape to Africa. Ticks and bugs also feel at home on nearly all continents.

AUTAN reliably keeps mosquitoes, ticks and other biting insects away. The mosquito protection in the easy-to-recognise yellow-and-red packaging really stinks to insects and arachnids.

This is effective because the disease carrying insects find their victims using a complex location system where the sense of smell plays an important role. In very simple terms, the mosquitoes find the natural scent of humans irresistible. So there has always been a demand for substances which get up the pests' noses – technically known as repellents.

These substances or mixtures evaporate after they are applied to the skin and build a "protective barrier" which repels certain insects or prevents them from landing. There are disadvantages to natural repellents like garlic or clove oil, as they also have an unpleasant smell for humans. They are also of dubious and short-lived effectiveness. It was only in the first half of the 20th century that chemists succeeded in developing synthetic materials which offered reliable protection over a number of hours. So the secret of AUTAN's effectiveness is closely linked to the active ingredient used.

In 1958, Bayer subsidiary Drugofa launched the first AUTAN bottle – it came as a lotion in a glass bottle. The almost unpronounceable name of the repellent used is N,N-diethyl-m-toluamide (DEET). This proven substance is recommended by the WHO and has reliable and effective properties. In 1960, the graphic design of the product was changed to the characteristic design which is still used today. The brand name now appeared as a white logo on the yellow

low-and-red label. The huge success of the repellent was reason enough to enlarge the product range.

The first addition was AUTAN spray, which appeared in 1964, with the AUTAN stick following a year later. In 1976, the original AUTAN lotion was finally relaunched in a non-breakable plastic bottle, which made it much easier to pack in a suitcase and take on holiday.

A new member was added to AUTAN brand range in 1995. AUTAN Sensitive, which later became AUTAN Family, used a special recipe which is free of preservatives and contains aloe vera as a moisturiser and meant that even sensitive skin types could be cared for and protected from mosquitoes.

AUTAN is based on continuous research and further development. With a view to meeting consumer needs even more effectively, a new repellent agent (Icaridin / Bayrepel®) was developed which was used in the AUTAN Family product range for the first time in 1998. The WHO rated Icaridin / Bayrepel® as excellent and assessed its cosmetic properties in positive terms, as it did the effectiveness, safety and material compatibility. Since 1999, all German AUTAN mosquito repellent products have contained this innovative active agent, even the traditional products in the AUTAN Active range. They do not contain preservatives, they have a pleasant smell for humans and are suitable for children over the age of two.

Since 2003, the worldwide AUTAN brand has belonged to SC Johnson Wax, an international family company which is a market leader in the insect control sector, and is therefore committed to continuing to develop AUTAN in terms of reliability and uniqueness – annoying mosquitoes' noses and protecting people's skin.



Company name  
SC Johnson Wax

Classic product  
Autan Mosquito and Tick  
Repellent (since 1958)

Distribution  
worldwide

Established  
1886 in the USA

Founder  
Samuel Curtis Johnson  
(1833–1919)

Employees  
around 11,500  
worldwide