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FOR IMMEDIATE RELEASE
Outdoor Retailer – Winter Market 2008

Atwater Carey Offers Compact *Camp Soap* and *Hygiene Kit* *Multi-purpose products help outdoor adventurers stay healthy while on-the-go*

Jackson, Wis. – Atwater Carey®, the most trusted name in wilderness medicine, offers two beneficial products designed to keep outdoor enthusiasts clean and healthy while on the trail. The company's *Camp Soap* and *Camp N' Travel Hygiene Kit* were created specifically for those planning to spend extended periods outdoors. The Camp Soap is fully biodegradable and non-polluting. It comes in a compact, 4 oz. bottle and is safe to use on hands and hair as well as laundry and dishes. It is also formulated to work in all temperatures of both fresh and salt water. The Camp N' Travel Hygiene Kit encompasses several personal cleansers, including: a 4 oz. camp soap, 2 oz. no-rinse shampoo and a 2 oz. no-rinse body bath. The kit also includes a sponge with an integrated scrubber, a travel towel and a booklet offering helpful camp hygiene tips.



“Staying clean and practicing proper hygiene is such a critical part of any outing,” said Mike Kermendy, director of marketing for Wisconsin Pharmacal, Atwater Carey’s parent company. “And, our compact Camp Soap and Hygiene Kit make it easy for any adventurer to stay healthy and refreshed while enjoying their favorite outdoor activity.”

Both personal hygiene products are ideal for campers, hikers and climbers. The multi-purpose Camp Soap was specifically designed for those who pack light, while the Camp N' Travel Hygiene Kit is ideal for backcountry explorers who may not have immediate access to a water source. The no-rinse cleansers within the kit are highly effective without a rinsing agent and can be easily wiped away from the skin using the included travel towel.

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ADD ONE: Atwater Carey/Camp Soap and Hygiene Kit

Atwater Carey's new Camp Soap and Camp N' Travel Hygiene Kit will be available at a variety of outdoor retailers beginning in spring 2008. The soap will sell for \$3.99 and the kit will be listed at \$16.99. For additional details, please call Wisconsin Pharmacal Company at 1-800-558-6614 or visit atwater-carey.com.

About Atwater Carey:

Atwater Carey is the industry-leading manufacturer of premium, activity specific first aid kits and related products for outdoor enthusiasts. The company's products are crafted of the highest quality materials to ensure greater longevity and durability for both indoor and outdoor use.

About Wisconsin Pharmacal Company:

Wisconsin Pharmacal is a world leader in outdoor health and safety products. The company's complete brand portfolio includes Potable Aqua® water purification tablets, StingEze® insect bite relief products, Atwater Carey® first aid kits, Reflect® sunscreen and BAITMATE® fish attractants and wipes. The company is also a contract manufacturer of Repel® and Cutter® brand insect repellents.

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Editor's Note: For high-resolution photography, product samples or interview requests, please call Bill Bussler at **262-789-7630** or e-mail ***billb@celticinc.com***.