



MEDIA CONTACT:

Emily Savage

w: 224-205-3099 (please note new #!)

c: 773-209-3048

esavage@onestepahead.com

www.onestepahead.com

Janine Robertson

w: 206-624-9307

c: 206-354-9093

janinerobertson@insectshield.com

www.insectshield.com

One Step Ahead and Insect Shield® Repellent Technology® Launch Kids' Insect Repellent Playwear Line

Kids Stay Protected from Bugs This Summer with This Lightweight, Odorless Apparel Line

Northbrook, IL (June, 2014) – [One Step Ahead](http://www.onestepahead.com) and [Insect Shield® Repellent Technology®](http://www.insectshield.com) are excited to announce a collaborative launch of one of the first kids' insect repellent clothing lines: **Bug Smarties™ Playwear** available online at <http://www.onestepahead.com/Clothing/Bug-Smarties-Collection/index.cat>. The innovative, invisible and EPA-registered Insect Shield technology in the Bug Smarties Playwear line repels mosquitoes, ticks and other biting bugs such as ants, flies, chiggers and midges (no-see-ums).

How does it work? The built-in odorless repellent is bonded to the fabric fibers and lasts the expected lifetime of the garment (up to 70 washes!). You can't tell it's there, but bugs sure can!

"We know that pesky bugs can ruin a family outing or a child's outdoor adventure," said Jennifer Smith, director at One Step Ahead. "We are happy that parents can now send their children to camp or other outdoor activities this summer with a better sense of security that they will be shielded from potentially dangerous bugs that can carry diseases, such as Lyme Disease and West Nile Virus."

According to the TBDA (Tick-Borne Disease Alliance), Lyme is the number one tick-borne illness in the United States. The CDC reports the number of Lyme Disease numbers are in the range of 300,000 cases/year, and 96% of these cases were reported from 13 states (CDC Lyme Statistics). For a quick educational resource on family tick protection, please view this brief video:

<https://www.youtube.com/watch?v=nABs8Ce8IWQ>

"Protecting kids from summer bugs is always challenging. The Bug Smarties™ collection with Insect Shield from One Step Ahead offers parents an effective and convenient solution," says Janine Robertson, PR/Marketing Manager, Insect Shield. "With Lyme disease and other insect-borne illnesses on the rise, parents cannot be too careful. Insect Shield makes protecting your kids from summer bugs as easy as putting on their clothes."

One Step Ahead is offering a variety of apparel options as part of their Bug Smarties Playwear line, including headbands, tunics, leggings, long-sleeve hoodies, long-sleeve crewnecks, and roll-up pants. Whatever your outdoor adventure, there is a Bug Smarties Playwear option that will fit! All items are available via catalog or online at: <http://www.onestepahead.com/Clothing/Bug-Smarties-Collection/index.cat>.

If you are interested in a sample for review, please contact the media representatives: Emily Savage or Janine Robertson. In addition, high-res images can be found at: <https://www.dropbox.com/home/One%20Step%20Ahead%20Bug%20Smarties>

###

About One Step Ahead:

One Step Ahead is an online and catalog retailer specializing in unique, problem-solving products and resources for babies, children and parents. Aiming to save parents time, money, and frustration, One Step Ahead does the "pre-shopping" for parents by researching, comparing, and testing thousands of products to only offer the top performers from the vast children's market. The company rigorously pre-tests its products and makes exclusive product design enhancements based on feedback from actual parents using its extensive, nationwide Parents Panel. The company also offers a lifetime guarantee on all products. One Step Ahead was founded by two parents in 1989 and joined the family-owned Colony Brands, Inc. group of retailers in 2013. Established in 1926, Colony Brands, Inc. is one of the oldest and most trusted direct marketing companies in the US. Visit the company online at www.onestepahead.com.

About Insect Shield® Technology:

Insect Shield® Technology is designed to provide long-lasting, effective and convenient personal insect protection. The durable protection provided by Insect Shield apparel and gear is the result of years of research and testing. In July 2003, Insect Shield Repellent Apparel was registered by the United States Environmental Protection Agency. Insect Shield Technology is utilized by leading lifestyle brands, work wear distributors and International relief organizations across the globe to provide effective protection against insects and the diseases they can carry. Insect Shield is an approved vendor of the US Army and US Marine Corps.

www.insectshield.com