

# Shubug Insect Repellent Launches to Create a Sad Bugs and Happy You Environment This Summer



NEWS RELEASE BY SHUBUG INSECT REPELLENT

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**Shubug Insect Repellent** is proud to announce the launch of a new active-lifestyle brand, providing outdoor enthusiasts and fun-havers of all kinds with an effective and worry-free insect repellent.

Born from the need for all-day, everyday insect protection, Shubug was founded by a group of avid outdoor lovers who are passionate about being outside without the bother of bugs and the worry of dangerous chemicals. Most notable of their three new products is an innovative Natural offering that is proven to work the entire day with just one spray. Unlike most other natural products that must be reapplied an average of every 90 minutes, **Shubug Natural**, as well as Shubug Kids have a state-verified certification for an unparalleled 10 hours of protection from mosquitoes and other pests. Additionally, it's walnut and MCT oil base will help you feel good about what you're putting on your skin.

For those who just can't wrap their head around the idea of an effective Natural insect repellent, Shubug also offers Shubug Active with a more traditional formulation, which is certified for 12 hours of protection when used as directed. **Shubug Active** is perfect for those who love to play, explore, fish, hunt, camp and even just relax outdoors.



The Shubug lineup, Shubug Active and Shubug Natural.

“One of the main objectives behind the creation of the brand Shubug was to offer a full spectrum of quality insect repelling solutions, with a line of naturals that competes with and even outperforms many synthetics,” said Mike Lyon, Shubug CEO. “We’re all about enablement; safe and comfortable access to the great outdoors, with whatever type of repellent makes you feel the most protected from insects and insect-borne diseases.”

To represent the brand in media, the Shubug logomark comes to life as “Bugzy,” the “Incognito Mosquito.” Always wanting to “just hangout,” Bugzy has humanistic qualities and some serious FOMO (fear of missing out). He doesn’t seem to know he’s a mosquito and will be depicted in a series of commercials dropping this summer, trying to crash various outdoor settings, all ending in the Shubug slogan – Sad Bugs, Happy You. Shubug’s spirit of love for nature, inclusivity and enablement is present throughout the series.

All Shubug products are made in the USA with the highest quality ingredients. Shubug also proudly offers a commission-based program for social media influencer partnerships to help get the word out about the brand, its commitment to nature and its quality natural solutions.

Shubug products are **available now** for purchase in **Walmart stores nationwide** or **online at [www.walmart.com](http://www.walmart.com)**.

For more information about Shubug Insect Repellent please visit [www.Shubug.com](http://www.Shubug.com).

Shubug Insect Repellent is a brand committed to an active lifestyle and providing high quality, worry free insect repelling solutions. Shubug provides insect repellent products for the individual that is conscious about what they put on their or their children's skin. The current Shubug lineup consists of Shubug Active, Shubug Natural and Shubug Kids, with more products launching in the coming months.

## **Contact Details**

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### **Company Website**

<https://shubug.com>

## **Tags**

**INSECT REPELLENT**

**SHUBUG**

**BUG SPRAY**

**BRAND LAUNCH**

**NATURAL INSECT REPELLENT**

**ALL DAY INSECT PROTECTION**

**WORRY FREE INSECT REPELLENT**

**QUALITY INSECT REPELLING SOLUTIONS**

**BUGZY THE MOSQUITO**