

## “GO’WAY!” (All Natural Repellent for Horse & Rider) Product Description and Competitor Comparisons

### Essential Equine- "Go’Way!"

All natural formula based on Port Orford Cedar oil  
Meets all EPA standards so as not to require registration but able to make claims.  
Safe for horse and rider  
Packaged in 16oz spray and 3oz roll-on

### Our Competitors

#### **Bye Bye Fly**

Blend of 17 amino acids that claims to repel flies naturally

#### **NaturVet Natural Horse Spray**

Ingredients are not listed on website

Attempting to get around EPA requirements by using the word 'spray' instead of 'repellent'.

There are a number of fly/insect sprays that claim to be all natural.  
In order to satisfy the EPA's requirements to claim 'all natural repellent'  
and not be subject to EPA registration, strict adherence to 25(b) exempt list  
and proper labeling must be followed.