

# Consumers reminded of need to take insect repellent on short-haul holidays

Submitted by: Templemere Public Relations

Friday, 1 June 2018

---

A quarter of travellers to short-haul destinations believe ‘the insects there don’t carry diseases’ as prevalence of Zika-carrying mosquitoes is discovered in France

As Brits up and down the country prepare for the holiday season, Jungle Formula is reminding consumers to purchase an insect repellent for their short-haul travel.

Mosquitos capable of carrying Zika, Dengue and Chikungunya fever have recently been more prevalent in France<sup>1</sup>, with the aggressive tiger mosquitos present and active in various locations across the country. This close-to-home risk has shone a light on common misconceptions around the need for insect repellent when travelling even a short distance.

Recent research<sup>2</sup> conducted by the UK’s favourite insect repellent brand Jungle Formula has shown that a staggering 63% of the 20.72 million holiday makers who travel to Europe or other short-haul destinations do not use insect repellent. Worryingly, nearly a quarter (23%) of short-haul travellers said they would not consider using insect repellent if they went there again in the future because they believe ‘the insects there don’t carry diseases’ and the same number believe ‘there are no biting insects’. In addition, with 16% of those travelling to short-haul destinations not purchasing until their arrival, there is a concern that travellers may already have been bitten by potentially dangerous mosquitos before they buy an insect repellent.

“It is Jungle Formula’s aim to protect travellers from annoying itchy bites so they can enjoy their holiday,” said Laure de Brauer, head of marketing get well brands at Jungle Formula’s parent company, Perrigo. “However, with the recent increase of potentially Zika-carrying mosquitoes in France, we want to raise awareness among travellers that they are just as likely to be bitten in Europe as they are in long-haul destinations. Travellers need to have a better understanding of where they are travelling and the risks, as well as how to protect themselves and their family.”

1

<https://www.telegraph.co.uk/news/2018/04/29/tiger-mosquitoes-capable-carrying-zika-spread-across-half-france/>

2 Research conducted on behalf of Jungle Formula by Ink Research – January 2017

For more information on Jungle Formula products, visit the website at <http://jungleformula.co.uk>.

For more information please contact:

Clare Williams / Daisy Fannin

[clare@templemerepr.co.uk](mailto:clare@templemerepr.co.uk) / [daisy@templemerepr.co.uk](mailto:daisy@templemerepr.co.uk)

+44 (0)1306 735574