Energizer Holdings Inc., Announces the Voluntary Nationwide Market Withdrawal of Several Banana Boat Sun Care Products

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ST. LOUIS, Oct. 19, 2012 /PRNewswire/ -- Energizer Holdings Inc. (NYSE: ENR), announced today it is initiating a voluntary market withdrawal of the continuous spray Banana Boat sun care products identified in the table below due to a potential risk of product igniting on the skin if contact is made with a source of ignition before the product is completely dry.

Affected Product

Banana Boat UltraMist Sport SPF 15 Continuous Spray 6oz	796
Banana Boat UltraMist Sport SPF 30 Continuous Spray 6oz	796
Banana Boat UltraMist Sport SPF 30 Bonus Continuous Spray 8oz	796
Banana Boat UltraMist Ultra Defense SPF 30 Continuous Spray 6oz	796
Banana Boat UltraMist Ultra Defense SPF 30 Bonus Continuous Spray 8oz	796
Banana Boat UltraMist Sport SPF 30 Family Size Continuous Spray 9.5oz	796
Banana Boat UltraMist Sport SPF 50 Continuous Spray 6oz	796
Banana Boat UltraMist Ultra Defense SPF 50 Continuous Spray 6oz	796
Banana Boat UltraMist Ultra Defense SPF 50 Bonus Continuous Spray 8oz	796

Banana Boat UltraMist Kids SPF 50 Clear Continuous Spray 6oz	796
Banana Boat UltraMist Sport SPF 50 Bonus Continuous Spray 8oz	796
Banana Boat UltraMist Sport SPF 50+ Continuous Spray 9.5oz.	796
Banana Boat UltraMist Ultra Defense SPF 85 Continuous Spray 6oz	796
Banana Boat UltraMist Sport SPF 85 Continuous Spray 6oz	796
Banana Boat UltraMist Kids SPF 85 Continuous Spray 6oz	796
Banana Boat UltraMist Ultra Defense SPF 85 Bonus Continuous Spray 8oz	796
Banana Boat UltraMist Sport SPF 85 Bonus Continuous Spray 8oz	796
Banana Boat UltraMist Sport SFP30 Continuous Spray 2pk 6oz	796
Banana Boat UltraMist Sport SPF 50 Continuous Spray 2pk 6oz	796

Banana Boat UltraMist Sport SPF 30 Continuous Spray 2pk 6oz w/Sport Lotion & Lip	796
Banana Boat UltraMist Sport SPF 30 Continuous Spray 8oz w/Sport Lip Balm	796
Banana Boat UltraMist Sport SPF 30 Continuous Spray 6oz w/$1 Instant Redeemable Coupon	796
Banana Boat UltraMist Sport SPF 50 Continuous Spray 3ct 6oz	796

Energizer is voluntarily removing these products from retail outlets because of this potential safety concern. Energizer believes that this issue is associated with the product delivery system, specifically the size of the spray valve opening on the affected products. The spray valve opening on the affected products dispenses more than is typical in the industry for continuous sun care sprays. As a result, the product is taking longer to dry on the skin than is typical with other continuous sprays. If a consumer comes into contact with a flame or spark prior to complete drying of the product on the skin, there is a potential for the product to ignite.

Energizer is notifying its retail partners to stop selling the product. Energizer has received four reports of adverse events involving burns associated with the use of the Banana Boat UltraMist Sport SPF 30 and 50 products in the US, and one event in Canada. Consumer safety is the primary objective of Energizer and therefore it has voluntarily initiated this market withdrawal. As already described, Energizer believes it has identified the cause of this safety concern and expects to offer new Banana Boat continuous spray products shortly.

Consistent with existing warnings on all continuous spray suncare products, consumers should take care to avoid sources of ignition when using these products, should not smoke while using these products, and should not use these products in the presence of a flame or spark.

Consumers who have purchased any of the above listed products are advised not to use them. Consumers with questions or complaints regarding this market withdrawal can contact Energizer by calling Consumer Affairs at 1-800-SAFESUN (1-800-723-3786) Monday through Friday, 8:00AM to 7:00PM Eastern, or by sending an email to: **SUNCARE@customerfollowup.info**.

These over-the-counter products were distributed nationwide to wholesalers and retailers from January of 2010 through September 30, 2012.

This market withdrawal is being conducted with the knowledge of the U.S. Food and Drug Administration.

Adverse events that may be related to the use of these products may be reported to FDA's MedWatch Adverse Event Reporting Program either online, by regular mail or by fax:

- Online: www.fda.gov/medwatch/report.htm
- Regular Mail: use postage-paid FDA form 3500 available at:
  www.fda.gov/MedWatch/getforms.htm.
  Mail to MedWatch, FDA, 5600 Fishers Lane, Rockville, MD 20852-9787
- Fax: 1-800-FDA-0178

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