DEET is rated in hours (duration) when compared other concentrations of DEET since it should not be frequently re-applied. However, when comparing DEET to Non-DEET products, it is imperative to rate the Effective percentage for the entire duration since Non-DEET products can be re-applied without adverse reaction to extend the duration.

Percentage of Efficacy was provided by testing conducted at the University Of Guelph, Ontario Canada.