



THE
NEVER STARTING TALE OF
HERCULES

THE
NEVER
STARTING
TALES

*When you don't go outside,
your adventure never starts.*



In times far, far from our own, a little Greek boy was born, and his name was Hercules. But he was no ordinary child: he was the son of Zeus — king of gods — and Alcmena, a mother like all human mothers. The little boy was destined to live a life of legends and there wasn't going to be a person on earth who would not have heard his name.

*In his first years of life,
Hercules was just like any other little boy:
joyous, lively, and playing outside
all day long.*

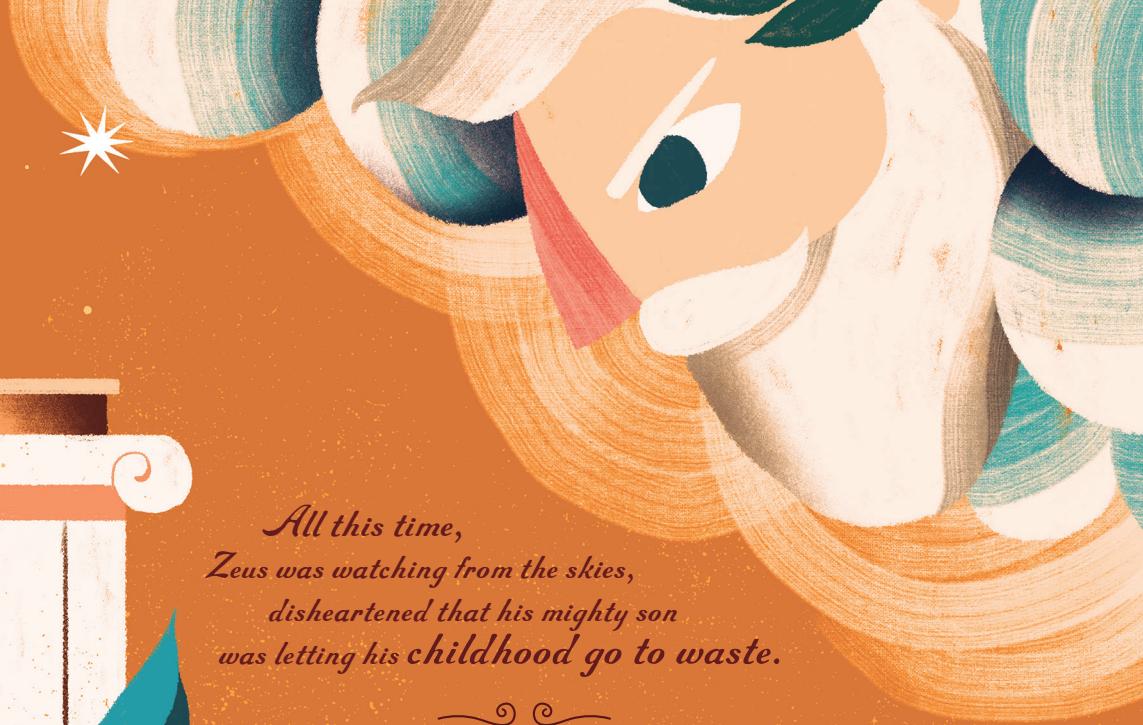




But from the cheerful boy he was, Hercules soon turned into a lazy teenager. The only thing he did, all day, every day, was stay inside and play games on his stone tablet. Knowing her son's destiny, Hercules' mother always tried to get him outdoors.

"You need to see the wonders of the world, Hercules, the mountains, the waterfalls, the forests!"

But Hercules would not budge.



All this time, Zeus was watching from the skies, disheartened that his mighty son was letting his childhood go to waste.

So the king of gods decided to step in and inspire Hercules to fulfill the destiny that was written for him.





When the night rolled over the hills of Greece, Zeus appeared in Hercules' dreams to show him all the fantastic adventures that awaited him just outside his home.

*“All of this, Hercules,
I created this world full of wonders
so you can have an adventure every day
for the rest of your days:
go roam the plains,
bathe in the mystical waterfalls,
play with the magical creatures . . .”*



But Zeus didn't stop the dream there. The king of gods showed his son the heroic life he could have and the good he could bring into the world using his godly powers.

“There's no monster you could not defeat, Hercules, and there's no limit to your good will. You just have to go out, find your adventures, discover the world, and save it!

That's your destiny!”

The next morning, Zeus sent a flock of birds to wake up his son with sweet trills, hoping that the dream convinced Hercules to spend more time outside. But to his surprise, the boy was not moved. Instead, Hercules looked up to the skies and shouted,

*“Why can't you just let me be?
The other gods can be heroes.
I just want to stay in
and play my games!”*

An illustration depicting Zeus descending from a dark, stormy sky over a village. Zeus, with a white beard and hair, wearing a white robe and a laurel wreath, holds a lightning bolt. The sky is filled with dark, swirling clouds and several bright yellow lightning bolts. Below, a village with colorful houses and green trees is visible. A large, stylized blue and white wave-like shape separates the sky from the ground. On the right, a young Hercules with red hair, wearing a white tunic and a black headband, sits cross-legged on the ground, holding a red stone tablet.

Zeus was beyond disappointed. He cast such a terrible thunderstorm over Hercules' village that the other gods in Olympus became fearful of his wrath. After the rain and lightning settled, Zeus decided to talk to his son. With a booming sound, he descended into Hercules' cottage.

"I'm going to take away all your godly powers, Hercules. You could've been a hero to your people, but now you will be just a mortal boy with neither strength nor speed. For a boy who only remains inside doesn't need powers.

*Farewell,
my son!"*

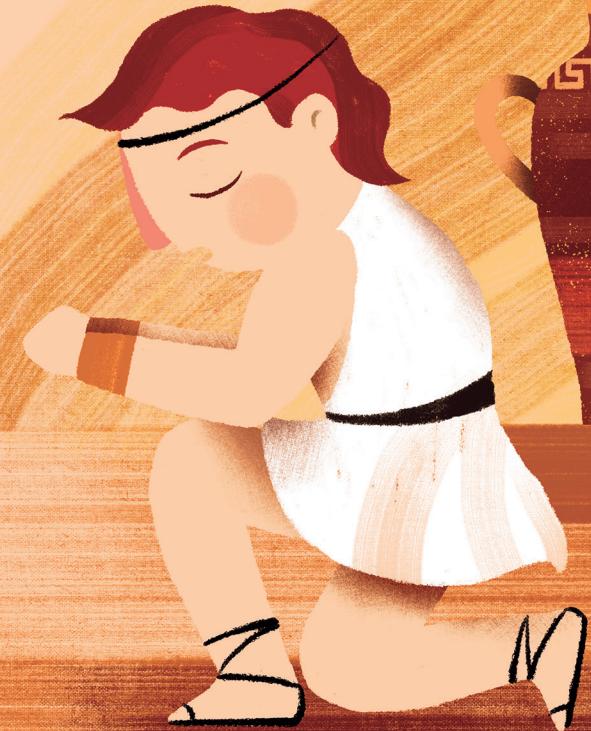
Without the responsibilities of a god, Hercules could finally play on his stone tablet all day long.

And he did just that for weeks. But soon, there was a rumor among the villagers that Hydra, a terrible monster, had escaped from the hellish realm of Hades and was making its way straight to Hercules' village.

Knowing that Hercules had the strength of a god and the good heart of a human, the villagers came to his cottage right away to ask for his help. But little did they know that the boy was now just like them — helpless in the face of such an evil threat.

*“Almighty Father,
I should've listened to you and Mother!
I should've gone outside,
I should've protected the people
that this beast met on its path.
Make me strong again for
my people need me!”*

*When Hercules saw the monster
through his window, he realized he had
made a mistake. Full of regrets, he fell to
his knees and cried for divine help.*





Zeus heard his son's calling and with a flash of light brighter than the sun, the king of gods appeared, right before the ferocious Hydra laid waste to the village. Seeing Hercules running towards him, Zeus spoke in his deep voice:

"I will slay this beast and save your people, but I will not make you a god again. You need to prove you're worthy. Only after that will you be able to be at my side."

Hercules took Zeus' words to heart.
From that day on, all he did was go on the great outdoor adventures for which he was destined. Hercules had a long journey ahead of him before he could become a god again, but the wonders he saw every day and the people he helped across the sunny lands of Greece made it worthwhile. In fact, legend has it that Hercules is still roaming the earth, enjoying great outdoor adventures.

THE
END

Nowadays, more and more kids spend their days inside, but the outdoors are full of adventures waiting to be discovered and nothing should keep us from enjoying them to the fullest.

Off! Repellents wants to help families spend more time having fun outdoors, protected from mosquitoes.

So, don't miss out on the chance to enjoy a one-of-a-kind experience! Go outside and write your adventurous tale!



Live on!

THE NEVER STARTING TALES

When characters like Hercules, Little Red Riding Hood or Cinderella decide to stay inside instead of adventuring outdoors, the stories that we all grew up with never happen. Their great adventure never starts.

#AdventureStartsOutdoors

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