



For more information, contact:

Katie Robertson  
Public Relations Account Executive  
LePoidevin Marketing  
262-754-9550  
[katie@lepoidevinmarketing.com](mailto:katie@lepoidevinmarketing.com)

**FOR IMMEDIATE RELEASE**

## **Pertinent Eco-Solutions Spreads Its Wings with Two New Products in the Poultry Industry**

*P3 Poultry Pest Powder and Naturganic Pest Powder are effective and eco-friendly solutions  
powered by a dual mode of action*

**PEACHTREE CORNERS, GA.** May 17, 2023 — Pertinent Eco-Solutions, a manufacturer of eco-friendly and effective pest control solutions, is introducing **P3 Poultry Pest Powder** and **Naturganic Pest Powder** into the poultry market. Each product is approved for use in layers, breeders and broilers to reduce common insect pests and their negative effect on flock health and productivity.

Both products utilize a unique combination of active and inert ingredients to control cockroaches, bed bugs and northern fowl mites. Plant-derived active ingredients dissolve the insect armor and block insect-specific neuroreceptors, while scientifically selected inert ingredients boost the actives' duration and efficacy. The resulting products deliver long-lasting control of pests and are safe for other animals, people and the environment when used as directed.

"We are particularly proud, after years of efforts by our researchers, to bring a new solution to control pests that does not compromise between safety and efficacy. Our testing, as well as numerous testimonies from early users, have shown that P3 and Naturganic's one-two punch formulations of plant-derived active ingredients and synergizing boosters are effective and long-lasting solutions against crawling insects," says Pertinent's Vice President of Research and Development Scot Huber. "We are happy to share this achievement and contribute to higher productivity, cleaner food products and a healthier environment."

**P3 Poultry Pest Powder** is a plant-based, surface-covering powder that eliminates northern fowl mites and bed bugs. The product's ingredients allow it to provide effective control while remaining safe when used as labeled for application in the presence of animals without any withdrawal period. The unique



active ingredients also make the product effective against bugs that are resistant to traditional chemical pesticides.

For organic producers, **Naturganic Pest Powder** is listed by the Organic Materials Review Institute (OMRI) for organic use. Like P3 Poultry Pest Powder, this product provides highly efficacious and potent action against cockroaches, bed bugs and northern fowl mites while being approved for use when animals are present.

P3 Poultry Pest Powder and Naturganic Pest Powder are both available for purchase. For more information about the products and how Pertinent's highly effective, eco-friendly pest control can enhance your poultry production, visit [www.pertinenteco.com](http://www.pertinenteco.com).

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**Pertinent Eco-Solutions:**

Pertinent was created in 2020 by Dr. Bruno Jactel, former chief marketing officer of Merial Animal Health and Frank Jusich, former president of Central Life Science, with a vision of empowering nature with science and technology to produce pest control solutions that combine the efficacy of traditional pesticides with the favorable environmental profile of "green" products. Pertinent has enhanced the natural insecticidal power of plants with the help of world-class scientists following a rigorous product development process and independent testing. Pertinent brings to market the next generation of pest control products that are "tough on pests, easy on the planet."