



For more information, contact:

Katie Robertson
Public Relations Account Executive
LePoidevin Marketing
262-754-9550
katie@lepoidevinmarketing.com

FOR IMMEDIATE RELEASE

Pertinent Eco-Solutions to Bring Three Pest-Control Products to PEAK
Stop by Booth 1147 to See Effective and Eco-Friendly Poultry Pest Control Solutions

PEACHTREE CORNERS, GA. February X, 2023 — Pertinent Eco-Solutions, a manufacturer of eco-friendly pest control solutions, is exhibiting three products to tackle the costliest pests of the poultry industry at PEAK 2023, April 11-13 in Minneapolis. Attendees can visit booth 1147 to learn all about northern fowl mite, bed bug and other insect control with the Pertinent **P3 Poultry Pest Powder** and new products, **Naturganic Pest Powder** and **Crawling Insect Concentrate**.

Northern fowl mites and bed bugs are known and prevalent nuisances that can cause disease and decrease production for layers, broilers and breeders. **P3 Poultry Pest Powder** is a plant-based, surface-covering powder that eliminates these pests with a novel mode of action and long residual activity. The product's science-proven superior efficacy stems from Pertinent's patented nature-derived formulation that dissolves the insect cuticle and blocks neuro-receptors that are specific to insects. The products are therefore effective against bugs, resistant to traditional chemical pesticides and control all development stages of the insect (eggs, larvae and adults) in only one application. Its unique features combine high efficacy and safety to allow application in the presence of animals without any withdrawal period. The product is currently successfully used in large production facilities across the country.

Launching at the show, **Naturganic Pest Powder** provides the same level of efficacy and safety against cockroaches, bed bugs and northern fowl mites, as the P3 powder, and in addition, is listed by the Organic Materials Review Institute (OMRI) for organic use.

“Organic producers often have to sacrifice efficacy to uphold their standards,” says Pertinent Co-Founder Frank Jusich. “We engineered our products so that no one will have to choose between what works and what’s good for the environment.”



In addition to the two powder products, Pertinent is previewing its **Crawling Insect Concentrate**, which will be rolling out later this year. This liquid formulation mixes easily and combines the power of plant-based active ingredients, geraniol and thyme oil, and a silicate-based powder to control bed bugs, roaches and other crawling insects in production houses. It provides the same level of efficacy as current chemical pesticides or superior efficacy in cases where bugs have developed resistance.

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, come by booth 1147 or visit www.pertinenteco.com.

#

Pertinent Eco-Solutions:

Pertinent was created in 2020 by Dr. Bruno Jactel, former Chief Marketing Officer of Merial Animal Health and Frank Jusich, former CEO of Central Life Science. Their vision was to create products used to control pests for the benefit of agriculture that did not create new problems by polluting the planet and creating toxicity risks for animals and humans. With the help of world-class scientists and entomologists, they scientifically enhanced the natural insecticidal power of plants to create the most powerful combination of safety and efficacy. Following a rigorous product development process and independent testing, they are bringing to market the next generation of pest control products that are "tough on pests, but easy on the planet."