

From: Nancy Trent/Pamela Wadler  
Trent & Company, Inc.  
594 Broadway - Suite 305  
New York, NY 10012  
212-966-0024  
[pam@trentandcompany.com](mailto:pam@trentandcompany.com)



## **CES 2024's HOTTEST TECH DEVICE IS HEAT IT, TO BEAT THE BITES**

***Loved by tech adepts, adventurers, parents and dermatologists, heat it comes as the solution used every second in the world for bug bite relief***

LAS VEGAS, Nevada – CES 2024, the epicenter of groundbreaking technology, is set to unveil the hottest tech device of the year: heat it® – the ultimate solution to conquer those pesky bug bites. Used every second across the globe and quickly taking the media by a storm, heat it® became the go-to choice for bug bite relief. For this year's biggest Tech and gadgets Rendezvous [heat it®](#) will immerse attendees into the buzz of nature of global phenomenon of one-touch bug bite relief. Amidst the sounds of mosquitos and crickets, visitors will get to experience first-hand the smartphone technology that relieves insect bites with the touch of a button.

Hailed a must-have by [USA TODAY's 2023 10Best](#) list, this groundbreaking, tech-powered tool makes chemical-free bite relief easy and effective for everyone who uses it.

“With human and emotional intelligence, we can truly understand how a bug bite can feel. It's not just an itch; it can disrupt a moment of serenity. Our journey in the U.S. has been incredibly rewarding, and seeing the reactions of our users and the media recognition has been both validating and humbling. We're not just bringing relief; we want to be closer to people at every store and at the touch of a button, helping everyone enjoy life without the worry of bug bites spoiling the experience. Our team is proud to showcase among other brands at one of the most powerful international tech events,” said [heat it®](#) co-founder and CEO Lukas Liedtke.

A year-round essential for families and travelers, hikers and sports fans, beekeepers and fishermen, [heat it®](#) is the dime-sized insect relief device that heats up when plugged into any smartphone. Because heat it is scientifically proven to relieve itching and discomfort caused by insect bites from mosquitos, bees, wasps and horseflies, the simple technology starts working after just four to nine seconds of being applied to irritated skin. It eliminates the need for messy creams, common chemical additives and bulky medical accessories. [heat it®](#) is discrete, pocket-sized, effective and a year-round first aid kit must-have for anyone who goes outside.

CES, the highly anticipated trade show from the Consumer Technology Association will take place Tuesday, Jan. 9 through Friday, Jan. 12 at the Las Vegas Convention Center. [heat it®](#) will be exhibit at booth 61255

[heat it®](#) is available online at [Amazon](#) and in selected R.E.I. stores nationwide.

For more information visit [heat it®](#) online at [www.heat-it.com](http://www.heat-it.com).

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**EDITOR'S NOTE:** For more information about [heat it®](#) and to arrange to speak with a company spokesperson, please contact Nancy Trent or Pamela Wadler at 212-966-0024 or [pam@trentandcompany.com](mailto:pam@trentandcompany.com). To secure a sample for pickup at the CES booth, please reach out to the following email address: [natalia@heat-it.com](mailto:natalia@heat-it.com).