

DERMAGIC®

MEDIA MENTION

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DERMAGIC Flea Dust is Natural Solution to Flea Control

Stacy Mantle, Phoenix Pet News Examiner
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DERMAGIC Skin Care for Animals has just unveiled Flea Dust, the newest addition to their popular line of all-natural, non-toxic skin care products for pets. The perfect companion to their newly released Flea Shampoo Bar, Flea Dust is a natural solution to flea and mite control for pets. Made from food-grade diatomaceous earth,

Flea Dust is completely safe and does not contain toxins, preservatives, chemical insecticides, sulfates, or other irritants that can aggravate sensitive skin.

The new Flea Dust, with a convenient sprinkle-top, safely kills fleas in your pet's environment – simply sprinkle on your pet's bedding, your carpet, furniture, or any place your pets love to play. Flea Dust is completely safe and you can even sprinkle it directly onto your pet's fur!

"We understand the problems that prescription flea control can create for dogs with sensitive skin," said Dr. Adelia Ritchie, founder of DERMAGIC. "Our goal was to create an effective line of flea repellent that was highly effective but did not aggravate underlying conditions."

Diatomaceous Earth is a fine white powder made by tiny (microscopic) water creatures that make silica-based shells for themselves. These tiny shells fall to the bottom of lakes and oceans over millions of years, accumulating in massive white deposits that are then mined and crushed to a fine powder. Deadly to any insect or larvae, each tiny "shell" is very sharp, like razor blades to insects, but completely harmless to all animals, including fish and birds, both externally and internally.

"It has been an amazing year for us and we're thrilled to be able to respond to pet parents' needs everywhere for a solution that is guaranteed effective, while being free from preservatives, sulfates and harsh chemicals," said Dr. Ritchie. "Our desire to help pets live itch-free, happy, healthy lives is the reason we launched the line, and the tremendous success we've experienced fuels our continued commitment to develop new products that will address our customers' concerns in a natural, cost-effective way."

DERMAGIC Flea Dust retails for \$7.95 and is available for purchase online at <http://www.DERMAGIC.com> and in fine retail stores, boutiques, grooming salons and veterinary clinics throughout North America.

Stacy is a pet product specialist, well-known writer and founder of PetsWeekly.com. She is a frequent contributor to local and national publications and her work has been translated into several languages. Well-known for her pet product reviews, she often consults with corporations on new product.