

## **MEDIA MENTION**

February, 2013



## **FRONTLINES** industry news



**DERMagic** Skin Care for Animals (dermagic.com) has introduced Flea Dust, an all-natural solution to flea and mite control in pets. It is made from food-grade diatomaceous earth, a fine white powder made of tiny water creatures that make silica-based shells for themselves. Each tiny shell is very sharp and deadly to insects or larvae. Flea Dust has a sprinkle top and can sprinkled on a pet's bedding, a carpet, furniture or any place a pet loves to play.

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

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