### **Dust Mite Bully - Product Knowledge:**

Active: Sodium L. Sulfate, Citric Acid

Inert: Zinc Oxide, Diatomaceous Earth, Glycerol, water

# How it works:

The Sodium L. Sulfate and glycerol are formulated together to coat the mite's spiracles through which they breathe and suffocate them.

A product with toxic chemicals only attacks the nervous system, poisoning the mites, and sometimes the eggs. When a mite fails to die from a chemical (because it takes large doses of chemical to kill an mite) it then starts to become immune to the chemicals.

With our product, we attack the respiratory system by suffocating the spiracles eliminating osmosis of oxygen. Meaning, an insect will never become immune to our all natural product unless they evolve and grow lungs.

#### Acting Agents:

- Citric Acid: Burns the membrane of the mite, exposing the membrane to the natural elements resulting in the mite's inevitable death.
- Diatomaceous Earth: Fossilized Single Cell organism, when applied to a surface area, act as
  microscopic razorblades to the mites, cutting the mites feet (Tarsus) and absorbing moisture
  from the mites. The exposure to the natural elements were the laceration occurred also kill the
  mite.
- Sodium L. Sulfate: Acts as a Surfactant, allowing the formula to coat the mite's surface area.
   Creating a bubble around the mite to maximize efficiency of suffocation.

#### Stabilizing agent:

Zinc Oxide: The molecular bond of Zinc Oxide stabilizes together the other active ingredients.

## What separates us from the competitors;

- Product does not stain and can be sprayed on multiple surface areas without concern.
- No immunity build-up from pest because of respiratory attack vs nervous system.
- Our product is an ON-CONTACT kill.
- Human and pet consumption safe.