

Green Pest Control

Stephanie L. Boone, founder and president of Wondercide, LLC, discusses the importance of all-natural flea and tick control and what retailers need to do to sell this category effectively.

Pet Business: Why is all-natural flea and tick control important?

Stephanie L. Boone: Using all-natural products provides peace of mind and better health while protecting pets, people and property from fleas, ticks and other insects. The scientifically proven power of nature makes it easy—and safe—to enjoy an environment free of pests and chemicals, both of which can have harmful effects on people and their pets. All-natural Wondercide products are non-toxic and environmentally friendly, formulated with nature's finest ingredients to safely and effectively prevent and control flea and tick issues.

PB: Is all-natural flea and tick control a consumer trend or a passing fad?

Boone: Today's consumers are demanding more natural and organic products in their lives, from food to energy, with a growing awareness of safety, health and environmental factors. This awareness is increasing the popularity of alternative choices for flea and tick control as well. Wondercide's all-natural flea and tick control is the ideal answer for families and it supports the growing demand, which is more of a movement than a consumer trend. Savvy consumers understand the value of protecting the environment with a product that is effective and meets the most rigorous definitions of "natural" and "organic."

PB: What do retailers need to do to educate their customers?

Boone: Explaining the risks of chemical pesticides and spot-on flea and tick control is more than a courtesy for new

consumers, it is a direct investment in customer loyalty. They trust you to look out for the health of their beloved canine, feline and human family. Being knowledgeable about all-natural Wondercide has helped hundreds of



retailers serve eco-friendly families and has proven to be exceptionally efficient and effective at repelling and eliminating fleas and ticks without chemicals.

PB: How can Wondercide help with the education?

Boone: We educate consumers by providing scientifically backed information, solution-driven practical advice and a comprehensive website full of real-world information and experiences. Wondercide also offers a free feature called "Ask a Holistic Vet," where a team of holistic veterinarians personally responds to pet owners' questions. The full line of Wondercide products and marketing collateral, including upcoming in-store videos, make it easy to promote the benefits of using all-natural products for pets, lawn and home.

PB: What is the active ingredient in Wondercide and why does it work?

Boone: The main ingredient, our proprietary steam-distilled cedarwood oil, is scientifically combined with complementary natural oils and a cosmetic-grade inert. The patent-pending, plant-based technology is highly effective in repelling and killing fleas, ticks and mosquitoes, both on pets and in the environment. Safe at all ages for pets and humans, Wondercide eliminates insects at every stage of their life cycle—egg, larva, pupa and adult. It affects only insects by interrupting their biological functions with aromas that are not harmful to pets, humans or the environment.

So, it is a biological control rather than a nervous system control, which is how chemical pesticides work. Wondercide "treats the source, not the symptom," by controlling indoor and outdoor environments, as well as spray applications for pets and people.

PB: Why the concern with pesticides?

Boone: Pets and their owners can risk their health despite (and sometimes because of) a regime of chemical applications for the environment, home and the suffering animal. Synthetic chemicals are easily ingested, inhaled and absorbed by all living beings, targeting the central nervous system and other organs without discriminating between bugs, pets or people. There is mounting evidence that many illnesses suffered by animals and humans (from birth defects and cancer to autism and Alzheimer's disease) are the result of spraying lawns and homes with indiscriminate toxins applied to home and commercial environments. **PB**