

NEWS RELEASE

FOR IMMEDIATE RELEASE

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ESPOMA INTRODUCES EARTH-TONE® NATURAL PESTICIDES

Next Generation Actives Offer Effective Gardening Solutions

MILLVILLE, NJ ---- Officials of The Espoma Company, the leading manufacturer and marketer of organic plant foods such as Holly-tone, announce the addition of Earth-tone® natural pesticides to their line of products. The new Earth-tone® offering includes a 3n1 disease control, 4n1 weed control, insecticidal soap, and general purpose insect control.



According to Espoma Vice President Jeremy Brunner, “Gardeners have been looking for effective natural controls that are safe to use around the home and garden. The four new Earth-tone® products are comprised of new combinations of actives that answer that need and provide effective solutions to difficult problems.”

Earth-tone® 3n1 Disease Control is the first combination of natural pyrethrins and sulfur offered to gardeners in North America. This patented new technology controls diseases such as black spot, powdery mildew and rust while also eliminating mites and most insects on contact. Tests show the product to be far superior to neem oils and other 3-in-1 products.

Earth-tone® 4n1 Weed Control combines the fast knockdown of a natural herbicidal soap with an anti-sprouting agent to control weeds & grass for up to six weeks. This patented new formulation also controls moss and algae and will not stain structures or concrete surfaces.

Earth-tone Insecticidal Soap is made from plant extracts rather than animal fats. This unique formulation controls a wide variety of common pests and can be used on edible crops up to and including the day of harvest. It is appropriate for organic gardening.

Earth-tone[®] Insect Control is the only formula that controls insects in all three stages of life – adult, pupae, and larva. That means insects can be controlled before they can mature and reproduce helping against repeat infestation. This combination of natural pyrethrins and canola oil can be used in the garden, on houseplants, and on food crops up to and including the day of harvest.

Available in colorful 24 oz ready to use spray bottles and 16 oz concentrates, Espoma Earth-tone[®] pesticides can be found at fine lawn and garden retail locations throughout the United States. For the retailer nearest you, visit www.espoma.com.

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Photos Available Upon Request