

# Bedbugs!

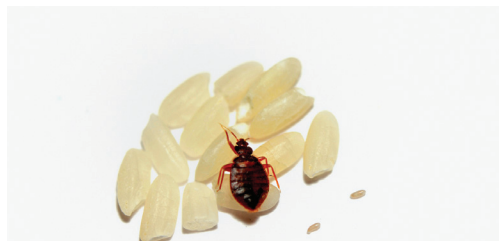
*An alarming resurgence in the population of bedbugs has grown to an epidemic across America, with all 50 states being infested. Until now, professional extermination at an extremely high price was your only option; but today, a safe non-chemical organic preparation is available for a fraction of the cost!*

by Jeffrey Dillard

**G**overnment lawmakers are so concerned about the spread and infestation of bedbugs across America that a recent *Congressional Bedbug Forum* was hosted at the U.S. Capitol by Reps. G.K. Butterfield (D-North Carolina) and Don Young (R-Alaska).

Meanwhile, according to Terminix, a major pest control company, New York City received the dubious distinction as the most infested city, with more than 6 percent of New Yorkers complaining they battled the pests in the past year. Philadelphia, Detroit, Cincinnati, Ohio, and Chicago, Illinois rounded out the top five, with Terminix compiling the list by analyzing calls from frantic people complaining to their service centers. Michael Potter, a bedbug expert from the University of Kentucky, told a packed auditorium of government officials and industry leaders in Washington, D.C., "They are virtually unstoppable," with infestations occurring most frequently in large population areas, but the pests will take up residence wherever they can find a living host, which in the case of bedbugs, are always human beings.

**Feed on blood.** Bedbugs are parasites that feed on human blood, and their bites can leave red, itchy welts. According to Howard Russell, entomologist



**INVADING AMERICA:** In New York alone, one in 15 adults said they battled bedbugs in the past year. According to the National Pest Management Association, 67% of surveyed pest management companies have treated bedbug infestations in hotels and motels. Pictured here is a bedbug next to rice to show relative size. (At lower right are two bedbug eggs.)

with diagnostic services at Michigan State University, bedbugs are approximately one-quarter inch long and feed at night. "It's really hard to starve them out," says Russell, since bedbugs can live up to one year without eating. When they *do* eat, their meal is human blood, which can lead to an allergic reaction in some people. And they defecate as they feed, leaving behind dark, reddish-brown spots on the sheets.

In another ironic twist of survival, bedbugs commonly do not live in beds, but prefer the dark security of spaces behind headboards, under baseboards, and behind hanging pictures. They *avoid* light, though they generally do live within 8 to 20 feet of their hosts.

**Dangerous pesticides.** If you discover bedbugs in your home, conventional extermination can be extremely expensive. That's because you can no lon-

**Bedbugs are in the news and creating headlines as America's #1 menace**

... *Bedbugs close down flagship Nike store, Niketown, New York, in Manhattan*  
New York Daily News, Sept. 18, 2010

... *More offices see bedbug infestations*  
USA Today, Aug. 19, 2010

... *Across America, bedbugs are biting*  
Philadelphia Inquirer, Aug. 15, 2010

ger go down to your local pharmacy and pick up a bottle of DDT. Chemicals such as DDT and other derivatives were banned years ago because of their high toxicity to wildlife and humans, particularly birds such as the bald eagle which was pushed to the brink of extinction because of the chemical formulation of DDT.

In terms of raw numbers, an infestation of bedbugs could easily cost you hundreds to thousands of dollars, with prices for a professional exterminator

ranging anywhere from \$200 to \$1,500 per room. Plus, it may take multiple visits and the use of chemicals and heat to eliminate the problem. Treatments utilizing any type of new-generation insecticide (poisons) may be viable at some point, but costs of developing such chemicals generally run into the hundreds of millions of dollars and take up to 10 years of research before approval.

**Introducing PERMA-Guard™ DE.** Fortunately, there is a safe and effective treatment for ridding your home of bedbugs and keeping them away. And it is a chemical-free, non-flammable and cost effective solution. The compound is called PERMA-Guard™ DE (Diatomaceous Earth) insect control.

PERMA-Guard™ DE is a *natural* powder formula which is made up of the fossilized shells of microscopic organisms called diatoms. It clings to bedbugs and other insects, including ants, box elder bugs, carpet beetles, centipedes, crickets, cockroaches, earwigs, fleas, grasshoppers, millipedes, slugs and silverfish on contact, and unlike chemical pesticides, DE works by absorbing through the insects' outer shells, causing them to dehydrate and die. Bedbugs and other insects will not develop a resistance to



**VICTIM OF BEDBUG BITES:** A young woman shows numerous bedbug bites on her back and buttocks. Bedbugs feed on human blood, and their bites can leave red, itchy welts. Even worse, they defecate as they feed!

PERMA-Guard™ DE, making this formula the perfect long-term solution.

**Low cost. Won't harm children or pets.**

PERMA-Guard™ DE is completely safe. You can apply it directly to mattresses to prevent, control and eliminate bedbugs. Or apply it to pet bedding to control fleas. You can also apply this treatment in cracks, crevices, and around the foundation of your home to protect you from *all* crawling insects.

PERMA-Guard™ DE is now available for immediate and direct distribution through this announcement and will be shipped in a plain and non-descript package. To receive the complete elimination system which includes an infestation detection kit, 4 traps and a 1-lb. insecticide powder with an easy to use applicator bottle, send \$60.05 plus \$9.95 shipping and handling (for a total of \$70.00) to the NATIONAL PEST CONTROL ALLIANCE, P.O. Box 0000, City, ST 10000-0000. Include your name, address, city, state and zip code (sorry, we cannot ship to a post office box) and print the words "PERMA-Guard™ DE" on a sheet of paper or return this notice with your check or money order payable in U.S. funds to N.P.C.A..

The 1-lb. insecticide powder application is a six months to one year supply, depending on usage and overall scope of bedbug infiltration. If you prefer to order just the 1-lb. insecticide powder and applicator bottle but do NOT want the detection kit with traps, please enclose \$35.05 plus \$9.95 shipping and handling (for a total of \$45.00). All orders include full instructions on treating your home plus a 100% satisfaction guarantee or return of your purchase price. Allow up to 1-2 weeks for delivery. Orders will be shipped on a first come, first served basis.

