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The new BugFree range from NEUDORFF

Neudorff's bestselling neonicotinoid-free pesticide products will now be known as **BugFree** and will incorporate a new, fresh and user-friendly design, offering an improved visual presence in-store.

There are three products in the BugFree range: BugFree Bug and Larvae Killer (ready-to-use spray), BugFree Bug and Larvae Killer Concentrate and BugFree Bug and Larvae Killer for Roses (ready-to-use spray). The range provides effective protection against insects at all stages of their lifecycles, from eggs, to larvae, right through to adult insects.

All BugFree products are certified by the Organic Farmers & Growers Association. They contain the active ingredient pyrethrins, a contact insecticide derived from the chrysanthemum flower, that works by passing into the insect's body through the sensory organs and openings used for breathing. Once inside, the pyrethrins damage the sodium channels of the nervous system, resulting in rapid death of the insect.



Neudorff UK
Vienna House
International Square
Birmingham International Park
Solihull B37 7GNW.

www.neudorff.co.uk

If applied correctly Pyrethrins do not pose a risk to warm blooded creatures such as humans, cats, dogs and other mammals. The active ingredient breaks down rapidly, therefore there is only a short waiting time prior to harvest for fruits and vegetables.

Due to this active ingredient breaking down quickly when exposed to sunlight the risk of the insects developing immunity to pyrethrum is very low.

Use plant protection products safely. Always read the label and product information before use.

For more information visit www.neudorff.co.uk

Ends

RRPs

BugFree Bug & Larvae Killer 750 ml RRP: £ 5.99

BugFree Bug & Larvae Killer Concentrate 250 ml RRP: £ 11.99

BugFree Bug & Larvae Killer For Roses RRP 500 ml RRP: £ 4.49

For more information regarding this press release, please contact the Neudorff press office: email press@neudorff.co.uk