



Press Release

No More Ruined Harvests: New Insecticidal Soap for Organic and Urban Gardening

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Your valuable crops shouldn't lose their value because you couldn't find the right pest control product. That's why Neudorff®, the German market leader for pest control and plant care products, is proud to introduce the first product line to bring a unique combination of high efficacy and OMRI certification for organic gardening to the urban grow market.

A contact killer formulated for high efficacy, HydroWorxx Insecticidal Soap 3-in-1 provides optimal spreading to control soft bodied insects, mites and powdery mildew. And you can use it right up until harvest day.

You're not the only one who puts serious work into your garden. Whiteflies are willing contributors — though not the kind you want. These tiny, plant-sucking insects' nymphs will destructively pierce leaves to create honeydew, which can help them form a mutualistic relationship with ants who feed on that honeydew. The ants will then protect whiteflies from natural predators — who might already be rare if you're forced to use pesticides that kill them.

Whitefly problems can come from anywhere: inadequate pruning, bad mulch, hot and dusty growing conditions...the list goes on. You can prevent an infestation and the subsequent ruined harvest by staying on top of pruning, encouraging beneficial insects, avoiding hot, dusty garden environments and installing reflective mulch.

Whitefly control is a battle for which you might need to enlist a pest spray. But if you decide to treat, you can't choose just any pesticide: many will destroy the beneficial whitefly predators you'd like to keep on your side. Choose products that are least harmful to those predators, such as insecticidal soaps and oils.

HydroWorxx new Insecticidal Soap is EPA registered and OMRI listed for organic gardening — and has demonstrated higher efficacy against whiteflies than competitor soaps. Using any insecticide effectively requires good coverage, so HydroWorxx soap offers optimal spreading to kill adult, larval and nymph stages fast, on contact.

Employ the ready-to-use or concentrate version in your greenhouse, indoor garden or outdoor garden right up to the day of harvest to keep your plants their best selves. For urban growers and organic gardeners who want their crops to live up to expectations, it's a great choice.

HydroWorxx Insecticidal Soap 3-in-1 hits shelves in Oregon, Washington, California and Colorado August 2017.

Neudorff has been specializing in the development and production of environmentally



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harmonious home and gardening products for more than 160 years. Wherever possible, Neudorff uses active ingredients that can also be found in nature. This company's guiding principle is to combine a high degree of efficacy with the best possible degree of compatibility with humans, animals and the environment.

More information is available on the website: www.hydroworxx.com
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