



DIATOMACEOUS EARTH: A NATURALLY-DERIVED SOLUTION FOR INSECT CONTROL

Insects pose a continuous problem for a wide variety of people from homeowners and renters, to gardeners and business owners. Controlling insects typically involves the use of harsh chemicals and even the possibility of quarantining a particular room to eliminate an insect infestation. Safer® Brand offers a naturally-derived solution that eliminates the need for harsh chemicals and quarantines.

With the recent spread of bed bugs and the approach of warmer weather, crawling insect populations will emerge and surge, becoming a more prevalent problem. The major issue with common insect killers is their use of synthetic chemicals which can leave harmful residues in your home, business, or property. Insects are also capable of developing immunities to synthetic chemicals and insecticides, making them less effective over time or even useless. With more environmentally-conscious shoppers searching for a safe alternative that eliminates insects and does not harm the environment, diatomaceous earth is the clear winner.

Diatomaceous earth surged in popularity in recent years as its multiple benefits become more widely known. While you've surely heard the name before, you might not be aware of what exactly diatomaceous earth is and how it eliminates insects without harming the environment.

WHAT IS DIATOMACEOUS EARTH?

Diatomaceous earth (DE) is a naturally-occurring, soft sedimentary rock that is crushed into a fine powder. The powder consists of fossilized remains of diatoms, a hard-shelled, algae-like plant. DE is most commonly used for filtration aids, livestock food additive, mild abrasives, and as a mechanical insecticide.



Be aware that not all DE is the same. Diatomaceous earth used in swimming pool filters can be derived from unnatural sources and has been linked to adverse health effects. Diatomite, as it is often called, is heat-treated and causes the diatomite to assume crystalline form. Always check the packaging label to ensure you're purchasing diatomaceous earth intended for use as an insecticide.

Diatomaceous earth intended for use as a mechanical insecticide is developed from freshwater sources and is known as amorphous DE. This is the formula that Safer® Brand uses in their DE insecticide products and contains no harsh chemicals that would have adverse effects on the environment. If handled, the powder is soft to the touch for people but razor-sharp to insects.

HOW DOES DIATOMACEOUS EARTH WORK?

To people, DE might seem like a harmless powder, however, the powder is capable of tearing through crawling insects' exoskeletons. Given its highly porous nature, if insects ingest diatomaceous earth it can cause dehydration from the inside out in addition to causing major internal damage.

More commonly, diatomaceous earth will eliminate insects as they crawl through the powder. The razor-sharp edges of the powder cut into the exoskeletons of any insect that crosses through it, causing dehydration and elimination within 48 hours. Since the diatomaceous earth is a mechanical killer and contains no chemicals for insects to build up an immunity to, it can be used indefinitely without the stress of wondering whether it will continue to work.

HOW LONG DOES DIATOMACEOUS EARTH LAST?

As long as diatomaceous earth stays dry it will remain effective. Any exposure to rain and other liquids will require reapplication. Keep a close eye on the areas where you've noticed insect activity and applied the DE. If you've placed the powder in a line or around an area to protect it, check for holes in the line to ensure no insects can cross it without lethal consequences.

WHAT TYPES OF INSECTS WILL DE WORK ON?

Diatomaceous earth works on most crawling insects that could potentially cause problems in homes or businesses. These include bed bugs, beetles, thrips, mites, ants, roaches, aphids, slugs, snails, fleas, pillbugs, ticks, crickets, millipedes, centipedes, and earwigs.

Safer® Brand diatomaceous earth products use high-quality amorphous diatomaceous earth to ensure insect infestations are effectively eliminated without harming the environment. Whether you have insects infesting your home, business, or other areas of your property, Safer® Brand has helped thousands of customers eliminate their pest insects in a sustainable and environmentally-conscious manner. Learn more on www.SaferBrand.com.

