

The Bed Bug Patch Media Kit



Thank you for your interest in The Bed Bug Patch. This media kit is created with you in mind and to give you all the information you need to know about The Bed Bug Patch. The kit contains an introduction to the patch, its relevance in today's society, our logo, company information, product pictures and contact info. It also contains other important documents such as a press release.

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Introduction:

[The Bed Bug Patch](#) is designed to be an effective tool to repel and deter Bed Bugs.

This product comes on the market at just the right time because of the rapidly increasing Bed Bug epidemic spreading across the Globe.

The Bed Bug Patch works very easily. It is an adhesive patch that an individual applies anywhere on their skin to help prevent Bed Bug bites. The patch is 'all natural,' 100% organic and it is comprised of B1 Thiamin which is dispersed throughout the body gradually after the patch is applied.

The B1 Thiamin acts like a mask on the human body to cover the Carbon Dioxide that Bed Bugs are so attracted to. Bed Bugs are attracted to CO₂ and use the chemical compound to seek out a host on which to feed. The Bed Bug Patch masks the Carbon Dioxide naturally emitted from our bodies which complicates the Bed Bugs ability to find a food source.

Logo:



Product Pictures:



Product Application:



The Bed Bug Patch comes in packs of 6 to packs of 72

About The Bed Bug Patch Team:

The Bed Bug Patch is designed by a dedicated team of innovators who firmly believe in the capabilities of their product. The Bed Bug Patch aspires to bring change that is revolutionary to the Bed Bug epidemic that has recently sprung into cities and suburbs across the map. The team behind The Bed Bug Patch are people-oriented individuals who are devoted to the concerns and well-being of your family.

Robert “Bobby” Borland – Bobby is the inventor for The Bed Bug Patch and has a great natural ability to make his ideas come to fruition.

Steven Hittelman – The brains behind this product. Steven joined with Bobby early on in product development and spearheaded the concept and marketing campaign. Steven has a background in pest control, specifically in eco-friendly bed bug control so the idea of a bed bug patch only came natural to him.

Joseph Renzo – Joe is the Executive Vice President of Marketing and is responsible for maintaining relations with affiliates, overseeing operations with networks and developing future marketing strategies.

Jared Kasan – Jared is the Director of Social Media and Public Relations and is responsible for establishing/maintaining positive relationships with the bed bug community and bed bug patch users.

Contact Us:

For Media:

media@bedbugpatch.com

(Despite not having a universal phone number at this time, we answer every e-mail)

For Personal Contact:

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Press Release:

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FOR IMMEDIATE RELEASE

The Bed Bug Patch Launches September 1st, 2010 to Combat Rising Epidemic

WOODMERE, NY, August 29, 2010 -- In recent months, the Bed Bug name has resurfaced all over the Globe. Generally described as a myth before putting children to sleep, Bed Bug bites are now more of a reality than ever. Residential and commercial residences have reported increasing infestation complaints. New York, Philadelphia, Detroit and Ohio rank among the highest bed bug infested states in the United States.

[The Bed Bug Patch](#) is set to launch internationally on September 1st, 2010 as an effective tool to repel and deter Bed Bugs. The Bed Bug Patch is exactly what the name suggests – a patch applied to an individual's skin to help prevent Bed Bug bites. The way the patch works is simple: it is comprised of vitamin B1 Thiamin which is dispersed throughout the body gradually after the patch is applied. The B1 Thiamin acts like a mask to cover Carbon Dioxide that we naturally emit from our bodies. Bed Bugs are attracted to Carbon Dioxide and use that naturally inherent attraction to seek out a host on which to feed. The Bed Bug Patch masks the Carbon Dioxide naturally emitted from our bodies which complicates the Bed Bugs ability to find a food source.

The Bed Bug Patch is a great alternative to other forms of Bed Bug control due to its all natural and easy-to-use application. The Bed Bug Patch is safe to use on children and adults and is convenient to take

around everywhere for preventative measures. Consumers can expect to see The Bed Bug Patch on various media channels including television spots, internet advertisements and social media avenues. Consumers can expect to see The Bed Bug Patch in neighborhood retail stores in the near future as well.

About The Bed Bug Patch Team: The Bed Bug Patch was specially designed by a dedicated team of innovators who could not take the annoyance of Bed Bug bites anymore. This team firmly believes in the capabilities of their product and the solutions it holds for those suffering from Bed Bugs. The Bed Bug Patch was created to bring change in a revolutionary, all-natural way. The team behind The Bed Bug Patch are people-oriented individuals and are devoted to the concerns and well-being of your family.