



15<sup>th</sup> March 2010

Press Release

## Keep It Natural!

'Keep It Natural' is the philosophy from the team at Natural Parasite Control company Verm-X.

So when they saw a recent feature in the Ecologist which discussed the reduction of efficacy in drugs used on animals in the Western World it added to the weight they have put behind their natural approach.

The feature in the February 19 issue reported that animal disease scientists were researching the effectiveness of plant based treatments used in Ethiopia because they had found that the western world's veterinary drug drive was not working.

Philip Ghazala of Verm-X said: "We were very pleased to read the article and to find that the effectiveness of natural formulations is spreading all over the world.

"We are finding more and more people are turning to natural parasite control as they discover the many benefits a herbal approach offers."

Researchers are visiting the East African country to select 30 plants used by native herdsman to control parasites in their animals. These will then be taken to laboratories in Ethiopia and Scotland to test for their effectiveness.

Project leader Dr Jos Houdijk said on the subject: "Nowadays the parasites are becoming resistant to some chemicals and the consumer is becoming more aware about having products that have a minimum use of drugs.

"Alternative medicines are coming into fashion again. We now need to demonstrate and prove to all farmers that these alternatives do work," he said.

Made from a 100% herbal formulation, Verm-X has found that the herbs and plants used in its production have many superb benefits to offer the modern day animal – these include Garlic, Peppermint, Common Thyme, Cinnamon, Echinacea, Quassi, Tansy, Cayenne, Fennel, Cleavers, Nettle and Slippery Elm, used in the careful production of all Verm-X products.

The Verm-X natural parasite control range now covers many animals and species and can be found in more than 1,500 Agricultural, Equine and Pet Stores across the UK. Demand is growing across other countries around the world with the company currently exporting to 15 other countries.

For further information or to find your nearest stockist please contact Verm-X on 0870 850 2313 or visit [www.verm-x.com](http://www.verm-x.com)

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For further information please contact Emily Border at TSM on 01724 784600.