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Plant Lovers Rejoice! Zevo Launches Two New Innovations to Defend Your Home & Houseplants From Bugs

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Zevo's New Lineup Takes a Dual Approach to Tackling Bugs

CINCINNATI--(BUSINESS WIRE)--As the temperatures drop and you bring your hosting, and plants, inside - bugs can find their way in too, often drawn to the same houseplants you love. Thankfully, Zevo is expanding their line of worry-free pest solutions with the launch of Zevo Plant Flying Insect Trap and Zevo Trap+Kill Foam. Together, they are uniquely designed to protect the things you love from the flying and crawling bugs they can attract.

When you feel the first chill in the air, you bring your outdoor plants inside, but you may also be bringing in some unwanted houseguests with them – bugs. While a 2024 survey found that the majority of people (60%) react as quickly as they can upon seeing a bug¹, the same urgency isn't often applied to smaller flying insects. That indifference leaves your home, and your houseplants, vulnerable.

Zevo has adapted its #1 Flying Insect Trap² for plants, using UV and blue light to lure fungus gnats and other flying insects away from your houseplants. Its compact size enables it to be discreetly placed by your pots, effectively protecting your plant babies from bugs.

“As a plant lover with hundreds of plants in my home, I've accepted that bugs are just a part of life,” said interior stylist, author and plant expert, Hilton Carter. “But with Zevo's new plant-friendly Trap, we finally have a solution that is easy-to-use and effectively lures fungus gnats away from our plants before they can multiply in

the soil. Frankly, it's the innovation I've been waiting for since I brought my first plant home."

For those larger crawling bugs, Zevo's new Trap+Kill Foam uses a powerful blend of essential oils to trap pests from scurrying off, giving you a quick, visible kill. Together, these products are a one-two punch to defend your home from bugs.

"We know that a single bug can pull you out of the moments you want to enjoy in your home, and that the beauty of houseplants is a key part of that enjoyment," said Rob Reinerman, Vice President of Procter & Gamble Ventures. "With the addition of these two new innovations, Zevo Plant and Trap+Kill Foam, to our suite of people-friendly, bug-deadly products, we can help provide a complete defensive lineup against unwanted pests."

Zevo Plant Flying Insect Trap will be available for an MSRP of \$19.99. The 12 oz. Zevo Trap+Kill Foam has an MSRP of \$7.99 and is now available at [Walmart.com](https://www.walmart.com). To find a local retailer that carries Zevo products, visit [Zevo's store locator](#). For more information, visit Zevo [online](#) or connect on [Facebook](#) and [Instagram](#).

¹ Talker Research on behalf of Citizen Relations and Zevo, July 2024

² Based on Nielsen sales data

About Zevo™

Launched in 2017, Zevo provides pest prevention products that kill bugs in and around your home in a different way. Part of Procter & Gamble, Zevo's suite of household insect sprays, plug-in trap systems, and On-Body products control crawling and flying insects, and are made to bother bugs, not your family. Zevo products are available for purchase at all major retailers across the U.S. For more information, visit Zevo [online](#) or connect on [Facebook](#) and [Instagram](#).

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About Hilton Carter

Hilton Carter is a plant + interior stylist, author, and artist. He has a loyal following on Instagram (@[hiltoncarter](#)), where he shares his knowledge of plant care and interior styling with the design and green-loving community. When not getting his hands dirty in a project, Hilton can be found cozying up in his Baltimore home with his wife Fiona, and his daughters Holland and Vada.

Methodology

Talker Research surveyed 2,000 general population Americans; the survey was commissioned by Citizen Relations and Zevo and administered and conducted online by Talker Research between July 23 and July 29, 2024.

Contacts

Lauren McNutt, Citizen Relations

lauren.mcnutt@citizenrelations.com

Emma Walker, Procter & Gamble

Emma.Walker@pg.com

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