



CimexiShield Brand Offers Simple Bed Bug Solution

FREEHOLD, N.J. — Americans these days have enough to worry about — bed bugs don't need to be one of their fears.

Though not often discussed, one out of five Americans has had a bed bug infestation or knows someone who has encountered bed bugs at home or in a hotel, according to Pest World. Bed bugs are a particular nuisance since they have anesthesia in their saliva preventing people from realizing they are being bitten.

Jennifer and Joe Gere were on vacation in Florida when they were awakened by a family screaming about being covered in bed bugs. The scenario affected Jennifer so drastically that she went on a hunt for a product to take on vacation to avoid a bed bug attack. When she couldn't find a solution, she vowed to make a remedy of her own.

Joe Gere already operated a company in New Jersey called BedBug Chasers that uses special heaters to rid homes and businesses of bed bugs. But the duo wanted to devise a repellent people could use on their own. After more than 10 years of trial with various formulas, they created CimexiShield, a mixture of essential oils.

The main ingredient is lemongrass, plus a proprietary blend of oils that deter bed bugs. Jennifer personally test tracked different prototypes on herself thanks to a supply of bed bugs from her husband's company. "She was a trouper going through years of trial and error," Joe Gere says.

The brand's site shows actual footage of bed bugs leaving a hand treated with CimexiShield while crawling over an unprotected hand.

The Geres took their final formula to a third-party lab to be certified with blind testing on 100 people to ensure safety and effectiveness. The product is simple to use — shake well and spray. It is 100% natural and leaves skin feeling softer. The 2-ounce bottle retails for \$19.95. It is TSA approved and perfect for travel — especially for hotel protection.

CimexiShield recently garnered attention with a feature in *Forbes Magazine*. With



Jennifer and Joe Gere

consumers looking for more ways to protect their health, from antibacterial to solutions like CimexiShield, several retailers are building out planograms with safety products. The founders believe women are the primary purchasers — and therefore they feel distribution in grocery stores and pharmacies is a good fit.

There is much more innovation in the pipeline. The Geres have discovered a natural mosquito repellent and a serum that their daughter uses as a No Peel for sunburns. They hope CimexiShield could serve as a gateway to help launch these other innovations.

CimexiShield's parent company, RxBioLabs, also produces bio-organic cosmeceuticals and nutraceuticals. RxBioLabs Bio-Organic research focuses on the complex relationship that exists among ingredients, blending them from the finest raw materials available.

RxBioLabs

RxBioLabs
Freehold, N.J.
(855) 795-2271
rxbiolabs.com
Key contact: Jennifer Gere, CEO
jgere@rxbiolabs.com

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CimexiShield

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Forbes
MAGAZINE

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