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**Odor-Eaters® Work Better Than Ever… Now With 30% More Odor Fighters**

*#1 Brand For Foot Odor & Wetness Provides All Day Effectiveness For Fresher, Drier Feet*

Oak Brook, IL (February 28, 2014) - Foot odor is a huge concern for those dealing with the issue…and when noticed by others, it can be embarrassing. Sufferers sometimes feel foot odor reflects poorly on them, and can hold them back from enjoying personal and social interactions. Consumers seek effective products and preventative routines to keep foot odor and wetness at bay. Odor-Eaters, the #1 brand in foot odor and wetness, has improved its formulas…insoles, powder and spray now contain 30% more odor fighting ingredients.

**Odor-Eaters Powder** is a front line of defense when it comes to absorbing moisture and neutralizing odor**.** Three powerful odor-fighters plus corn starch and super-absorbent material keep feet drier and odor-free all day long. In addition to formula improvements, the new “Easy-Grip” bottle is more ergonomic, making it easier to dispense product.

**Odor-Eaters Spray** contains a proven combination of odor and wetness fighting ingredients. Additionally, the spray contains 1% Tolnaftate antifungal, the maximum level allowed by the FDA, for effective control of athlete’s foot. The redesigned can also has a convenient, twist-lock cap for easy dispensing, which won’t fall off in your bag.

**Odor-Eaters Insoles** destroy odor and control wetness 24/7 while providing an additional layer of comfort. A combination of baking soda, zinc oxide and powerful odor blockers neutralize odors, while the super-activated charcoal-filled foam layer absorbs odor and draws moisture away from feet. The insoles are sold in 3 varieties:

* Ultra-Comfort® Economy insoles are sold as a 3-pack and offer consumers a great value. The slim, comfortable design fits up to size 12, and is perfect for dress or casual shoes.
* Expanded Fit® insoles are longer and wider than standard insoles, and accommodate up to size 14 shoes and boots. The material is sturdier, which keeps insoles in place and resists bunching.
* Ultra-Durable® insoles are designed with an extra layer of foam added to the base, providing both extra cushioning and increased durability.

The new Odor-Eaters line of products will be available at most drug, food and mass merchandise stores in the Spring 2014. Visit [www.odor-eaters.com](http://www.odor-eaters.com) for additional information about Odor-Eaters products.

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