



For Immediate Release

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The Leader In Foot Odor Control Takes On Kids' Foot Funk

New Odor-Eaters® Stink Stoppers™ Designed Specifically For Kids & Teens

Kids and teens are just as likely as adults to have foot odor, and it can be nasty! Water, mud, snow, heat, going sockless - all the stuff of young people's lives – also cause kid's foot odor. Frequent games and practices can make cleats, skates and other sports shoes and the feet that wear them foul smelling and offensive. But until now there have been no products designed specifically to treat their problem.

Introducing Odor-Eaters Stink Stoppers spray and insoles, from the #1 brand in foot odor and wetness. Using a proven combination of odor-fighters to absorb, trap and neutralize tough foot and shoe odors, Stink Stoppers is capable of handling the toughest odor problems. Designed with kids (and parents) in mind, each Stink Stoppers product offers unique kid-friendly benefits...

Odor-Killing Dry Spray can be applied to both footwear and feet to neutralize existing odor as well as to help prevent odor from developing. The formula dries completely with no visible residue leaving behind a fresh, sporty scent that kids prefer. The package is easy to grip, and the twist-lock spray trigger is easier to aim and press. Plus there's no cap to lose.

Odor-Destroying Insoles provide round-the-clock odor protection for footwear. The insoles have an advanced, wetness-diffusing fabric that helps draw sweat and moisture into the insole core where odors are neutralized. When shoes are removed, the fabric disperses trapped moisture across the insole surface to help speed drying. The insoles are ultra-thin to stay comfortable under even the most active conditions and the dark blue color helps hide dirt and is less likely to be noticed when shoes are removed.

Now kids and teens can continue doing the things they love most without the embarrassment...and parents can rest assured their kids' problems will be treated by a brand they trust. Odor-Eaters Stink Stoppers spray and insoles will be available nationwide Spring 2016.

For more information about Stink Stoppers, visit www.odor-eaters.com.

Odor Eaters offer additional foot odor and wetness products:

Odor-Eaters Foot Powder is the front line defense against foot odor and wetness. Three powerful odor and wetness fighters destroy and prevent odor and help control moisture for all-day comfort.

Odor-Eaters Medicated Powder contains maximum strength menthol to provide active relief of foot itch and irritation, as well as colloidal oatmeal to soothe and comfort feet.

Odor-Eaters Spray with three advanced odor and wetness fighters helps keep feet fresh throughout the day. Additionally, with maximum strength anti-fungal medication, Odor-Eaters Spray prevents and treats most forms of athlete's foot.

Odor-Eaters Insoles a proven combination of powerful odor-fighters to neutralize foot odor and provide unparalleled protection 24/7. The insoles are sold in 3 varieties:

- Ultra-Comfort® Economy 3-pack offers a great value in a slim, comfortable design that fits shoes up to size 12.
- Expanded Fit® insoles are longer and wider than standard insoles to accommodate up to size 14 shoes and boots.
- Ultra-Durable® insoles are designed with an extra layer of foam added to the base, delivering both extra cushioning and increased durability.