



## **New Tetra® Cleaning Bacteria by Tetra® Brand of Spectrum Brands, Inc. - Pet, Home & Garden Division Helps Simplify Fish Care**

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BLACKSBURG, Va., Nov. 8, 2017 /PRNewswire/ -- To continue meeting the needs of fishkeeping consumers, Tetra® Brand of Spectrum Brands, Inc. – Pet, Home & Garden Division has introduced Tetra® Cleaning Bacteria to its Essential Care Program for aquarium water care.

"Our water care products give fishkeepers the tools they need to maintain healthy water for the betterment of their pets' health," said Division Vice President John Fox, Aquatic Marketing, Spectrum Brands, Inc. – Pet, Home & Garden Division. "We've developed the product to offer premium benefits that allow tropical, goldfish and cichlid fish to flourish."

Tetra® Cleaning Bacteria, along with Tetra® AquaSafe and Tetra® EasyBalance, form Tetra® Brand's Essential Care Program, a water care regimen that helps aquarium owners condition, clean, and balance their tanks to keep fish healthy and happy for a long time. Fishkeepers can simplify the maintenance of their aquariums by using each of these three water care products monthly.

Representing the "clean" aspect of the Essential Care Program, Tetra® Cleaning Bacteria is an innovative blend of millions of beneficial microorganisms. When added to an aquarium, the live bacteria serve two functions: to break down sludge and debris, and boost filter performance to remove toxins like ammonia and nitrite. Tetra® Cleaning Bacteria can decrease the need for tank maintenance by reducing waste buildup on gravel by up to 25%, replenishing the bacterial balance of an aquarium.\*

Formula varieties include Tetra® Cleaning Bacteria for all tropical fish (available in 4 oz. and 8 oz. pouches) and Tetra® Goldfish Cleaning Bacteria for goldfish (available in 4 oz. pouches).

"Backed by the rest of the Essential Care Program, Tetra® Cleaning Bacteria helps fishkeepers to keep their environments healthier and cleaner than ever before — and enjoy a successful hobby," said Fox.

\*Based on 2017 laboratory testing

### **About Tetra® Brand**

Driven by innovation for 60 years, Tetra® brand is a recognizable and trusted name for fishkeeping, hobbyists and enthusiasts. Tetra® equipment, environments, water care and nutrition, such as TetraMin®, EasyBalance®, AquaSafe®, SafeStart™ and the revolutionary Whisper® filtration, are some of the most widely used in the industry. Tetra® products are produced by Spectrum Brands, Inc. – Pet, Home & Garden Division, a leading supplier of products for the specialty pet supplies market, and the home, lawn and garden insect and weed control markets and a division of Spectrum Brands Holdings, Inc. For more information, visit [www.tetra-fish.com](http://www.tetra-fish.com).

### **About Spectrum Brands Holdings, Inc.**

Spectrum Brands Holdings (NYSE: SPB), a member of the Russell 1000 Index, is a global and diversified consumer products company and a leading supplier of consumer batteries, residential locksets, residential builders' hardware, plumbing, shaving and grooming products, personal care products, small household appliances, specialty pet supplies, lawn and garden and home pest control products, personal insect repellents and auto care products. For more information, visit [www.spectrumbrands.com](http://www.spectrumbrands.com).

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