

## Ice Melter Labels & Claims – “Pet Friendly”

Ice Melt is *Not* an EPA Regulated Product  
So, *Anything Goes* in Printed Label Claims



Old Product,  
New Label



Old Product,  
New Label



Colored Salt



Urea, won't melt  
Ice below 22° F

We value and enjoy the importance of our pets and their wellbeing. We select pet friendly deicers that provide reliable public safety. Most ice melters consist of common salts that have been used for years. That being the case, they are not an EPA registered product. Therefore, manufacturers are free to print any label “Claim” they wish.

“Pet Friendly” labeled ice melters are actually regular products with a “new” label. They cannot be ingested in large amounts. However, pets have *not* been known to eat large amounts. Ice melter can dry paws. We educate and train to apply it in a manner that provides public safety *and* is pet friendly.

We use products that have a proven record of safety for pets and properties for over 30 years.

Please let us know if you have any further questions.

Thank You,

Management