



## **“The Balancing Act” Welcomes Cardiovascular Physiologist Dr. Cheryl Bongiovanni to the Program**

**Vetericyn® can speed the healing process by as much as 60%. It increases blood flow to the wound site and kills bacteria, viruses and fungi to prevent infection as your pet recovers from their injury.**

(Pompano Beach, FL – August 3, 2010) Parents know how important it is to keep anti-bacterial ointments and sterile bandages around to treat the various cuts and scrapes their kids experience every day. But can you use the same products on the family pet when they get injured? Physiologist Dr. Cheryl Bongiovanni doesn't recommend it and explains why on O2 Media's 'The Balancing Act'. Make sure you watch the show at [www.thebalancingact.com](http://www.thebalancingact.com) to hear why the usual antiseptics may not be safe for your pet.

The problem, Bongiovanni says, is that most disinfectants are corrosive and can actually damage healthy tissue. Also, as your pet continues to lick their wounds they will undoubtedly ingest some of the product you have applied, which in some cases can have adverse effects on the animal. She recommends Vetericyn®, an all-in-one cleanser, sanitizer, and healing aid that will not harm your pet.

“Vetericyn® can speed the healing process by as much as 60%” Bongiovanni says. “It increases blood flow to the wound site and kills bacteria, viruses and fungi to prevent infection as your pet recovers from their injury. The Balancing Act is a great opportunity to demonstrate how this product can help viewers take care of their pets in a safe and effective manner.”

Vetericyn® is non-corrosive, non-toxic, doesn't sting on application, and is safe to use around pet's eyes, ears, nose, and mouth. It's also a preventative product, and can be sprayed on toys, collars, and leashes to cleanse and sanitize these items for safety.

“Having Dr. Cheryl Bongiovanni on ‘The Balancing Act’ has brought yet another great solution to women, one that will have a real impact, and help them balance their lives. This is the essence of solutions-based programming, and we are proud that we could bring this information to our viewers” says Doug Campbell, Founder and Executive VP of Programming for The Balancing Act.

For more information go to [www.vetericyn.com](http://www.vetericyn.com).

About The Balancing Act:

The TV show airs on Lifetime Television at 7:00am (ET/PT) - and is America's premier morning show that's about women, for women, and trusted by women. Celebrating life and all there is to accomplish, The Balancing Act inspires and empowers with entertaining and educational segments, placing women in the best position to achieve success in every area of their lives. For information or to view a show, visit [www.TheBalancingAct.com](http://www.TheBalancingAct.com). For the show's newsletter go to [www.thebalancingact.com/join.php](http://www.thebalancingact.com/join.php). For more details about The Balancing Act, LLC please visit parent company O2 Media Inc. at [www.o2mediainc.com](http://www.o2mediainc.com). For Media-Marketing Relations, contact Limor Windt, [limor@o2mediainc.com](mailto:limor@o2mediainc.com), (954) 691-1102.

Follow The Balancing Act on <http://www.facebook.com/TheBalancingActFans>, <http://twitter.com/BalancingActTV>, and <http://www.youtube.com/thebalancingact>.

###