

Prescription Treatment® brand
Advance™ Cockroach Gel Bait



**Quicker Kill.
Reduced Risk.
Increased Profit.**


The Chemical Company

BASF Pest Control Solutions
The Evolution of Better Pest Control

Quicker Kill.

PRESCRIPTION TREATMENT BRAND ADVANCE COCKROACH GEL BAIT PROVIDES THE QUICKEST KILL!



Active Ingredient: 0.5% Dinotefuran
EPA # 499-507
Size: 20 x 30 gram tubes

Advance Cockroach Gel Bait provides the quickest kill of leading cockroach baits. As shown in the data below, **Advance** killed 50% of the adult German cockroaches in the first 4 hours. Other competitive roach bait formulations required 3 to 4 times longer to kill 50% of the German cockroaches.

Advance Cockroach Gel Bait's active ingredient, dinotefuran, is a fast-acting, broad-spectrum insecticide that works through contact and ingestion. Dinotefuran is a nicotinic receptor agonist that interferes with sodium ion flow and disrupts the insect's nervous system.

Listed as a subclass of neonicotinoid chemicals, it has no known resistance and is nonrepellent. **Advance** Cockroach Gel Bait also has a new bait matrix for fast acceptance. The unique attractants in the bait matrix are attractive to both gel-averse and non-gel-averse roaches.

ADVANCE COCKROACH GEL BAIT KILLS THE QUICKEST TOXICITY OF BAIT IN CONTINUOUS EXPOSURE TEST

Product	Time Required to Kill 50% of Adult German Cockroaches (Hours)
Advance Cockroach Gel Bait	3.6
Maxforce* FC Cockroach Bait	12.5
Advion** Cockroach Bait	12.5
Avert® Cockroach Gel Bait	18.0
Maxforce* Hydramethylnon Cockroach Bait	30.0

Dr. Arthur Appel – Auburn University Sept 2008
Six replications
10 adult male German cockroaches per application

* Maxforce® is a registered trademark of Bayer.
** Advion® is a registered trademark of Dupont.

ADVANCE COCKROACH GEL BAIT HAS REDUCED RISK* STATUS FOR GERMAN COCKROACH CONTROL!

The active ingredient in **Advance** Cockroach Gel Bait, dinotefuran, was granted both organophosphorus alternative and reduced risk status for public health use by the EPA. Public health pests are capable of spreading human disease or otherwise impacting human health. For example, the German cockroach has been linked to asthma and can contaminate food and eating utensils.

BACKGROUND ON REDUCED RISK PESTICIDE PROGRAM

The Office of Pesticide Program's Conventional Reduced Risk Pesticide Program expedites the review and regulatory decision-making process of pesticides that pose less risk to human health and the environment than existing alternatives. An important distinction to note: while most reduced risk discussions refer to reduced risk pesticides, a reduced risk decision for a pesticide/use combination is actually made at the use level. Dinotefuran has granted reduced risk status for public health uses.

ADVANTAGES OF REDUCED RISK PESTICIDES

- Low impact on human health
- Lower toxicity to non-target organisms (birds, fish, plants)
- Low potential for groundwater contamination
- Low use rates
- Low pest resistance potential
- Compatible with Integrated Pest Management (IPM) practices

INCREASED PROFITS!

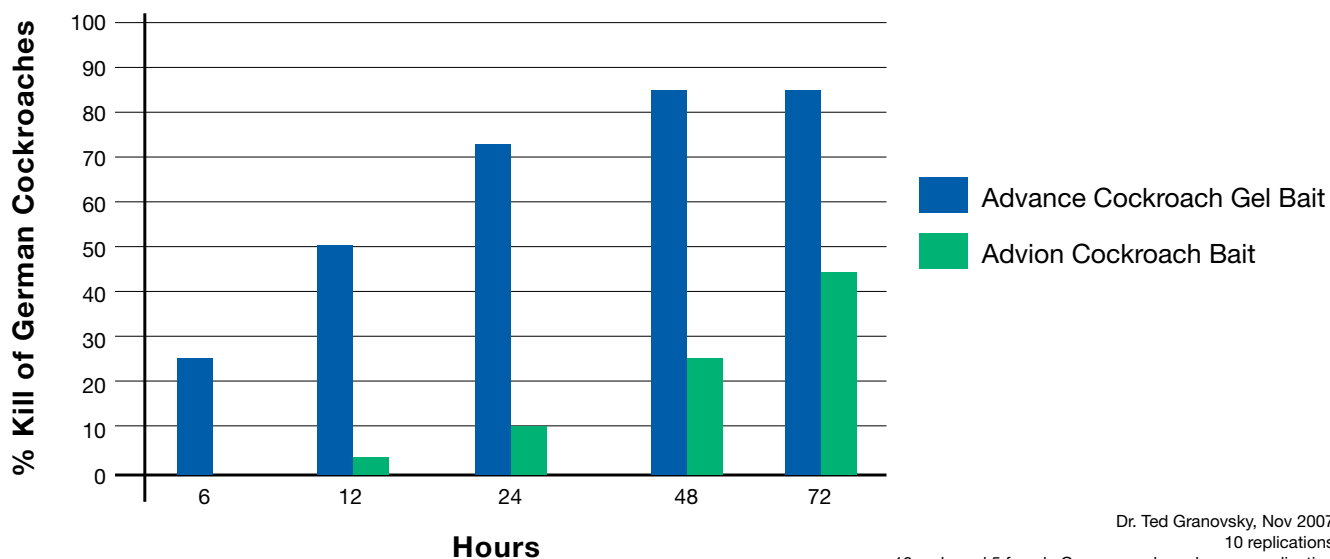
Advance Cockroach Gel Bait's quick results are perfect for clean-outs and this product can be easily integrated with existing IPM programs. BASF Pest Control Solutions offers a full line of additional pest control solutions including flushing agents like PT® brand **565 Plus XLO®** and long-lasting **Avert®** Dry Flowable. In addition to reducing callbacks, **Advance** Cockroach Gel Bait is very economically priced when compared to other premium roach baits.

Fast results, combined with lower material costs, mean more money in your pocket when you use **Advance** Cockroach Gel Bait.

* Dinotefuran, the nonrepellent active ingredient in **Advance** Cockroach Gel Bait, has been granted Reduced Risk status for public health use by the EPA.

START KILLING ROACHES IMMEDIATELY WITH ADVANCE COCKROACH GEL BAIT.

MORE PROOF THAT ADVANCE COCKROACH GEL BAIT HAS THE QUICKEST KILL



Dr. Ted Granovsky, Nov 2007
10 replications
10 male and 5 female German cockroaches per replication
Continuous exposure to bait – no choice

Call 800-777-8570 for a free trial and see for yourself!

Always read and follow label directions.

PestControl.basf.us • 800-777-8570

Advance is a trademark and Prescription Treatment, Avert and 565 Plus XLO are registered trademarks of BASF.

© 2009 BASF Corporation. All rights reserved.

11/2009 09-21-155-302