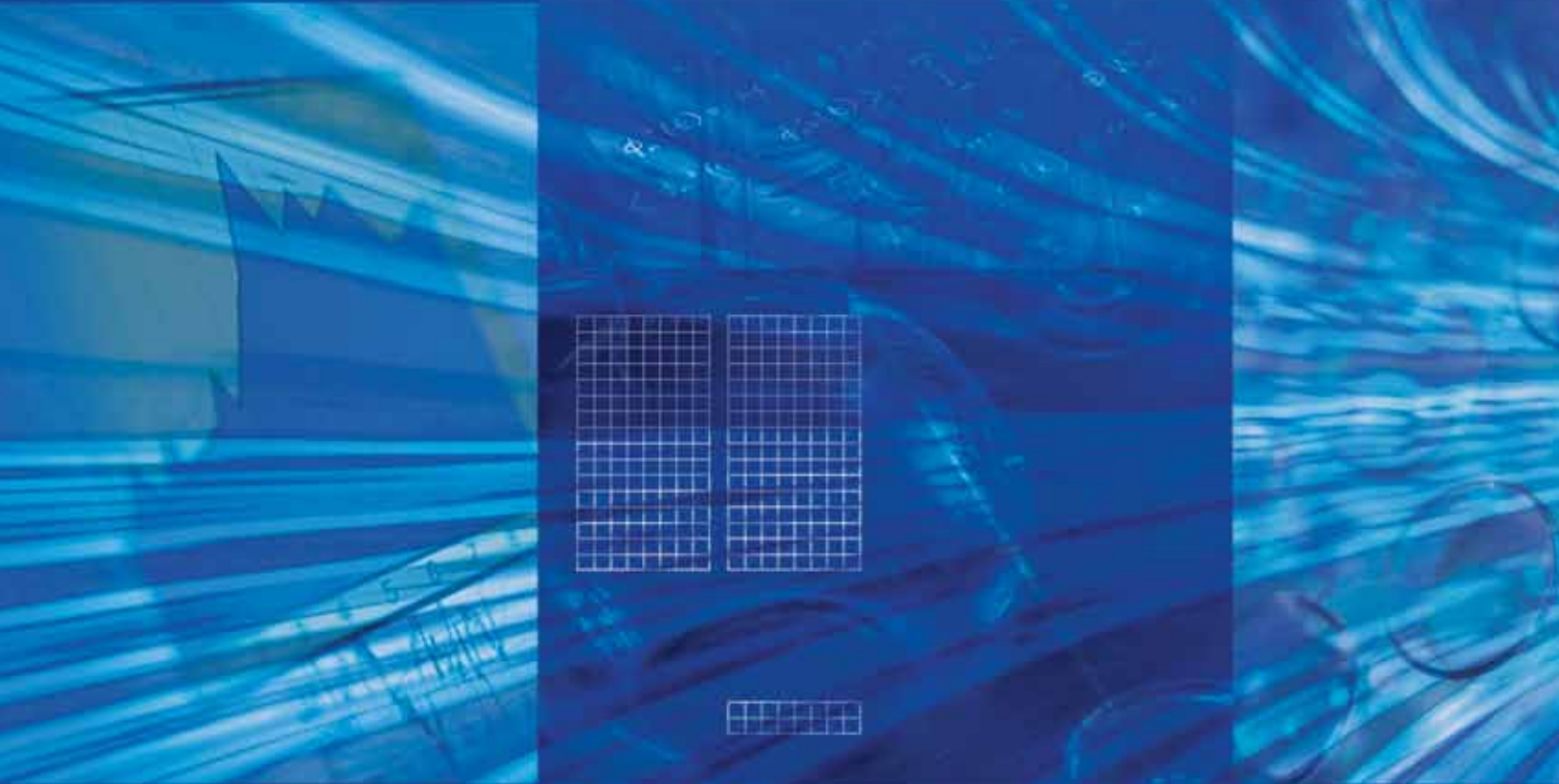


# ADVANCE™ COCKROACH GEL BAIT



**QUICKER KILL.  
REDUCED RISK.  
INCREASED PROFIT.**

 **WHITMIRE MICRO-GEN**  
**Prescription Treatment**  
Making pest management more profitable.

800-777-8570

www.wmmg.com

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 non-repellant. 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

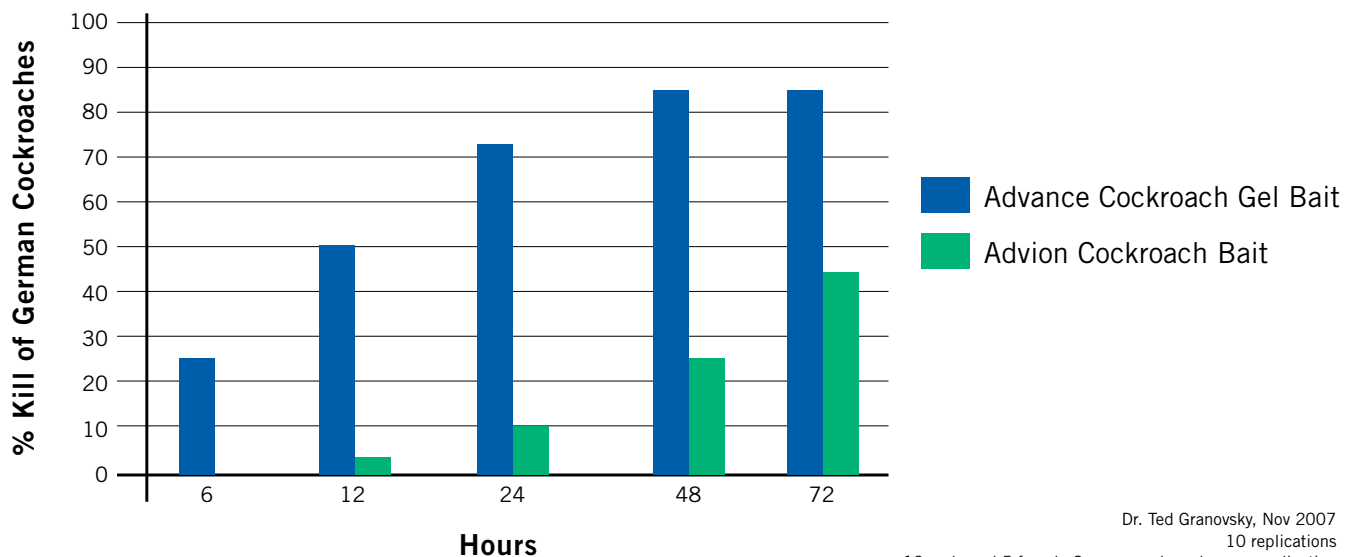
## **INCREASED PROFITS!**

Advance Cockroach Gel Bait's quick results are perfect for clean-outs and this product can be easily integrated with existing IPM programs. Whitmire Micro-Gen 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.**

# 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!