

**“Course we’ve got all kinds.
It’s a buffet.”**

**Learn why no cockroach can take what
DuPont™ Advion® cockroach gel dishes out.**

DuPont™ Advion® triumphs over the toughest infestations

Just Pest Control was referred to an owner occupied home in South Gympie by a regular client who resides in Brisbane. The Gympie residence had a bad infestation of German cockroaches and the house had already been treated twice in the first three months of the year without any success. Spray applications had been used.

“Upon arrival and after assessing the situation, it was worse than I was initially led to believe. The roaches were throughout the residence including the sleeping areas. Four tubes of DuPont™ Advion® cockroach gel were used in all areas and the attraction to the gel was evident by the end of the treatment (approximately three hours).

Two days after the initial treatment I phoned the client and was advised a large number of cockroaches were dead. During a follow-up call four days later the client said there were more deaths and in large quantities. Eight days after the initial treatment I was advised by the home owner that there had been no more live sightings of the cockroaches.

An inspection two weeks later confirmed there was still DuPont™ Advion® cockroach gel present in the home and, as advised, no live cockroaches”.

Michael Miller
Just Pest Control, Brisbane, QLD

“This job was a referral from case 1 and also a bad German cockroach infestation. It was the worst case of German cockroaches I had ever seen in my 6 1/2 years as a pest control manager. The cockroaches were thick in every room, all over the walls and even the back of the front door was covered. All this was visible without a thorough investigation.

During the conversation I was told the tenants had temporarily moved out of the house due to the cockroaches biting the children while they slept. The tenant said the house had been sprayed three times without success.

I agreed to do the job and placed eight tubes of DuPont™ Advion® cockroach gel in the kitchen cupboards, behind the fridge, in the laundry, lounge room, bedrooms (including under the base of all the beds), in all fibro joins on the ceiling and on the skirting boards. I phoned the landlord two days after the initial treatment and was advised that the floor boards in the entire house were covered in dead roaches. The tenant was able to move back into the residence two days later with small numbers still dying. Over the following three weeks I maintained contact with the tenant to check on kill rates. The cockroaches were still dying but in smaller numbers. I returned three weeks after the treatment and was very happy with what I saw.

All the gel previously placed had been eaten apart from a little on the ceiling. After a thorough inspection (approximately 3 hours) of every crack and crevice in the home, there were only 30 to 40 roaches visible and these were nymphs. These were evident in the kitchen, laundry and bathroom. Another two tubes of DuPont™ Advion® cockroach gel were placed around the house. Subsequent to this I contacted the tenant and she advised that there were dead cockroaches in the kitchen, laundry & bathroom with no sightings of live roaches. There is ample cockroach gel remaining so I am confident of a successful treatment. In conclusion, as a pest control manager, I have all the confidence in DuPont™ Advion® cockroach gel that I require”.

Michael Miller
Just Pest Control, Brisbane, QLD

DuPont™ Advion® Cockroach Gel

DuPont™ Advion® cockroach gel is available from



ALWAYS REFER TO THE PRODUCT LABEL BEFORE USE.

This reference guide is based on US and Australian data and is not intended as a substitute for the product label for the products referenced herein. Product labels for the above products contain proper precautions, directions for use and product warranty and liability limitations that must be read before using the product. Applicators must be in possession of the product label(s) at the time of application. Always read and follow all label directions and precautions for use when using any pesticide.

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DuPont™ Advion® Cockroach Gel



Fast, thorough control of a complete spectrum of cockroaches.

New Chemistry With a Novel Mode of Action

DuPont™ Advion® cockroach gel is a high performing product from DuPont Professional Products targeting a wide range of cockroaches. Based on a new class of chemistry and the active ingredient - indoxacarb, DuPont™ Advion® cockroach gel represents the miracles DuPont science can deliver.

This unique product powered by indoxacarb and the MetaActive™ compound, combines a novel, high-consumption bait matrix with a potent, non-repellent active ingredient.

Cockroaches cannot resist this superior combination and even the toughest populations are quickly controlled.

DuPont™ Advion® cockroach gel

Broad spectrum control

New class of chemistry

Powered by the MetaActive™ compound

High consumption bait formulation

Labelled for food handling and storage establishments

User friendly

- Reduced Risk Product (US EPA)
- Doesn't irritate skin or eyes
- First-aid measures require no specific intervention



The miracles of science®

The Science of Control

Part of the reason DuPont™ Advion® cockroach gel performs so well is because it has a unique feature - the MetaActive™ compound. MetaActive™ is the resulting compound from the metabolic activation process within the insect. It attacks the insect's central nervous system, resulting in paralysis, followed by death.

The Power of MetaActive™

Cockroach populations are known to exhibit certain behaviors within the infestation that can lead to enhanced control. DuPont™ Advion® cockroach gel bait takes full advantage of these cockroach traits by multiplying the effect of its highly potent MetaActive™ compound to control even more of the infestation.

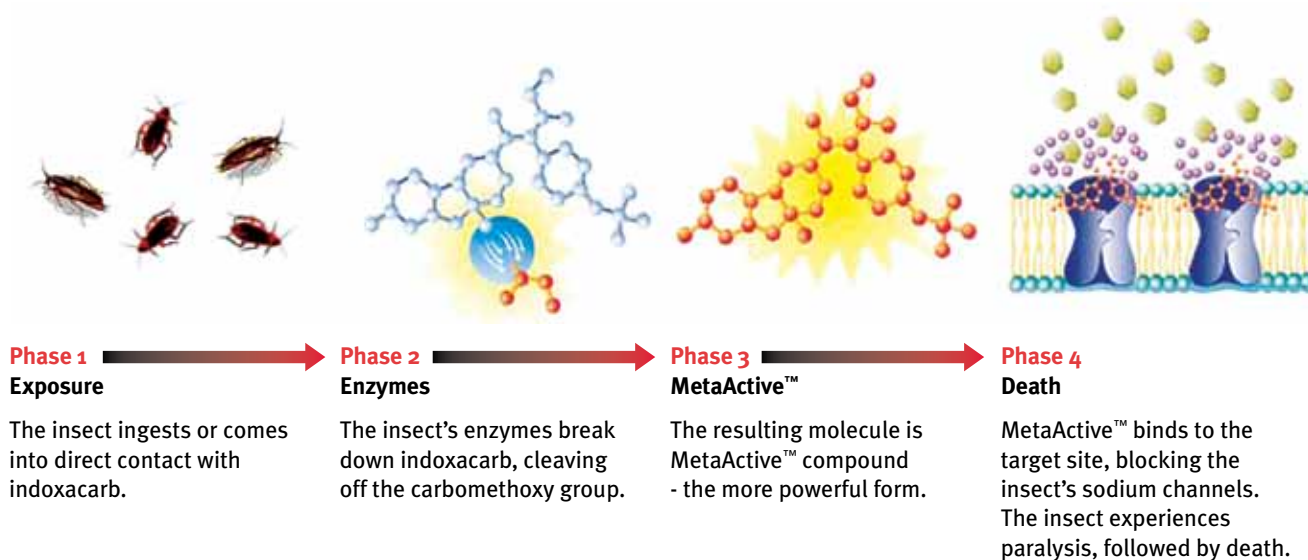
Metabolic activation is the process in which an insect's own internal enzymes change the molecular structure and attributes of indoxacarb. During this process, insects cleave off the carbomethoxy group from the active ingredient in DuPont™ Advion® cockroach gel, converting it into MetaActive™. Normally, molecular degradation reduces the efficacy of insecticides. The opposite is true with indoxacarb; the metabolic activation process actually increases its effectiveness. The MetaActive™ compound is the more powerful form, which attacks the insect's nervous system, resulting in paralysis, followed by death.

Singular in Its Class

With some baits, cockroaches have been exposed to the active ingredient so much that insecticide tolerance - which can lead to resistance - has become an issue. With DuPont™ Advion® cockroach gel, there is less concern for bait resistance because it contains a new class of chemistry. DuPont™ Advion® cockroach gel uses a new active ingredient, with a novel mode of action that works uniquely on a target site. The active ingredient is the first and only insecticide in the oxadiazines class of chemistry. Because cockroaches have not previously been exposed to the chemistry in DuPont™ Advion® cockroach gel you will benefit from greater control of cockroach populations.

Improved safety profile

DuPont™ Advion® cockroach gel states in the material safety data sheets that no specific first aid intervention is required upon accidental exposure. So it's reassuring to know DuPont™ Advion® cockroach gel can be used in many sensitive situations, such as schools, food-handling establishments and hospitals.



The miracles of science®

How does Advion™ control the cockroach population?

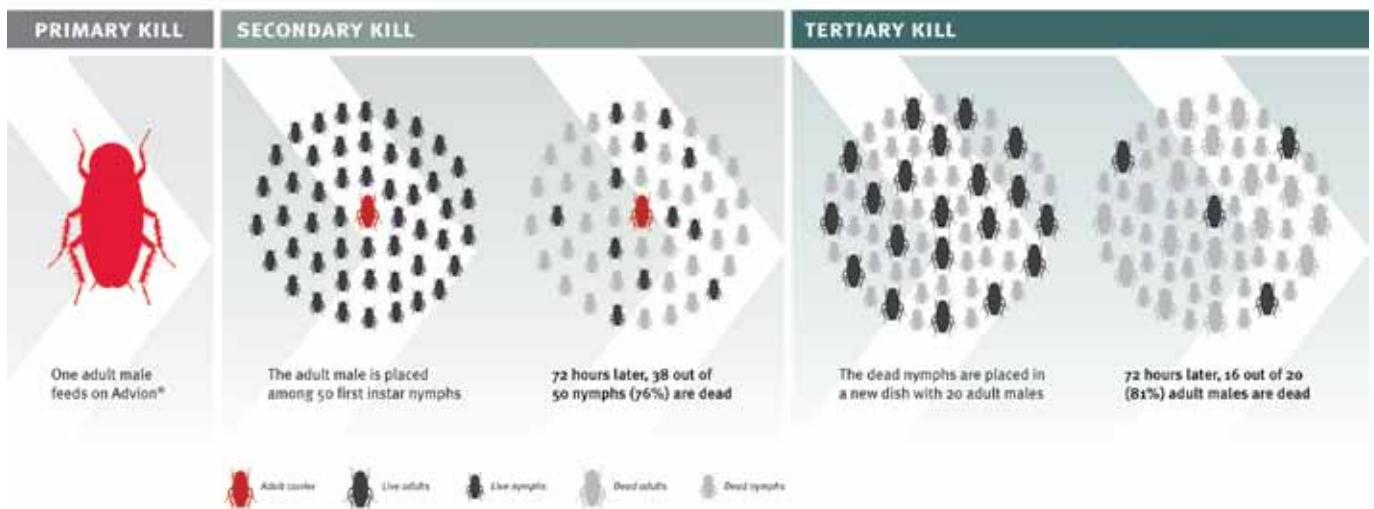
Formulation: As with all bait formulations, DuPont™ Advion® cockroach gel is a combination of an active ingredient, a carrier and an attractant. DuPont™ Advion® cockroach gel contains 0.6 percent indoxacarb. The remaining carrier and attractant system is a complex proprietary blend of ingredients that all pest species of cockroaches find very appealing. These formulation components each serve a purpose: the carrier and attractant, known as the bait matrix, lure the insect into consuming the toxicant, while indoxacarb actually controls the insect population.

DuPont™ Advion® cockroach gel controls cockroaches in 5 ways

- Primary consumption of the bait
- Dispersion of bait to another cockroach via contact
- Coprophagy
 - a cockroach eats the faeces from primary cockroach
- Necrophagy
 - a cockroach eats another cockroach that died from ingesting DuPont™ Advion® cockroach gel
- Emetophagy
 - a cockroach devours regurgitant from primary cockroach

DuPont™ Advion® cockroach gel. True Exponential Control™.

A single application of DuPont™ Advion® cockroach gel results in primary, secondary and tertiary kill of the German cockroach



Demonstrated by Grzesiek Buczkowski, Ph.D., Center for Urban and Industrial Pest Management, Department of Entomology, Purdue University

DuPont™ Advion® cockroach gel. True Exponential Control:

One cockroach exposed to DuPont™ Advion® cockroach gel unleashes a three step chain reaction. A primary cockroach is exposed to DuPont™ Advion® cockroach gel through direct ingestion of the gel bait, and is further spread through the population through the normal cockroach behaviours such as ingestion of faeces and secretions from affected cockroaches.

The unique mode of action of indoxacarb and high potency of the Meta Active™ compound are ideally suited to spread through large populations of cockroaches. These secondary and tertiary effects provide the exponential control and the quick elimination of cockroach infestations.



Effective on Nearly Every Species – Even Bait Averse

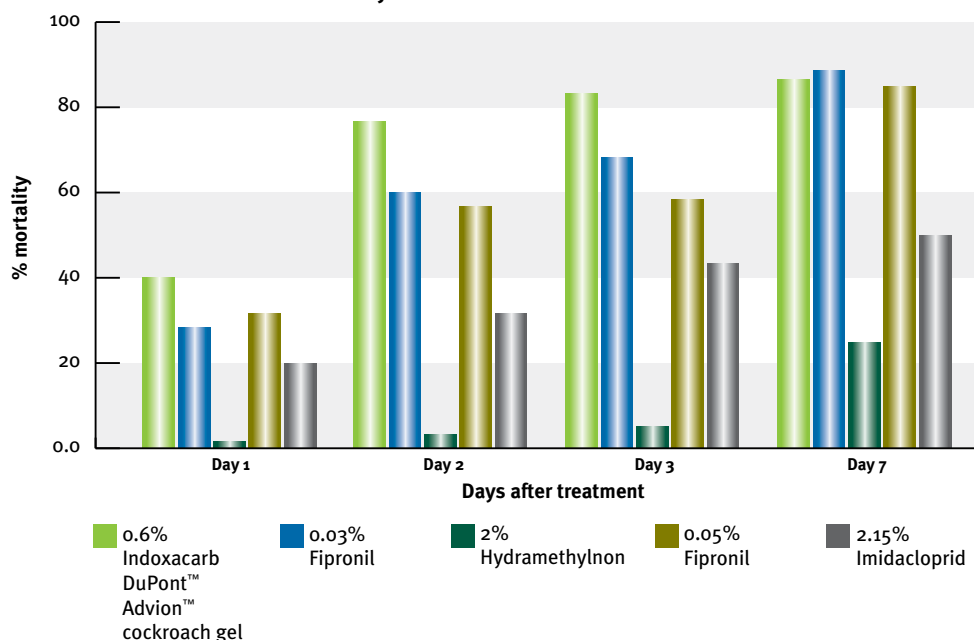
Complete pest spectrum: DuPont™ Advion® cockroach gel is designed to be effective on all major pest species of cockroaches, including, but not limited to: German, American, Brownbanded and Oriental.

Laboratory trials represented in the chart opposite are indicative of the type of performance achieved with DuPont™ Advion® cockroach gel. Results presented here demonstrate the control of a population of German cockroaches (adults and nymphs) when other foods were present. The fast performance and high level of control are a result of the high palatability bait matrix and the unique mode of action of Indoxacarb.

Application placement: In order to be effective, baits need to be found, preferred and eaten by the target pest. To make baits accessible, locate active sites of the population and place baits close to the typical spaces preferred by cockroaches. Gel bait should be applied as small spots in many locations to provide all foraging cockroaches maximum opportunity to encounter the bait. After application, the attractiveness of the bait formulation will draw the cockroaches in to feed. DuPont™ Advion® cockroach gel is designed to be more appealing than many of the existing food items cockroaches may encounter in their foraging area. Once located, DuPont™ Advion® cockroach gel is consumed rapidly by cockroaches. Avoid using residual sprays in the areas or surfaces treated with DuPont™ Advion® cockroach gel bait as this will repel the cockroaches and reduce the effectiveness of the gel.

Directions for use: DuPont™ Advion® cockroach gel can be applied as a crack-and-crevice treatment to specific areas indicative of cockroach activity. Typical harbourage sites include cracks between elements of construction, such as wall corners and under sinks, behind kitchen appliances, equipment legs and bases or around plumbing pipes and wall voids. Each gel bait placement should be applied as a 0.1 gram spot or about 5 mm in diameter. For light infestations, apply at least two spots per square metre. For heavy infestations, apply up to five spots per square metre. In some cases a small thin bead (2.5 mm wide by 5 cm long) may be appropriate.

Mortality of German cockroaches over time



Reference: Independent UTS trial (2005)

Storage: DuPont™ Advion® cockroach gel is made of food-grade materials. Exposure to extreme heat can affect the palatability of the bait to cockroaches. It is best to store DuPont™ Advion® cockroach gel at room temperature (20° to 25°C).

Cleanup: Under most field conditions, the targeted cockroach population should consume most, if not all, of the applied bait leaving little remaining. Additionally, DuPont™ Advion® cockroach gel has been carefully designed to enable easy cleanup of any material applied to unintended surfaces. In most situations, warm soapy water will remove undesired material without leaving any stain.