



Good for business. Bad for rats and mice.

Selontra®
Rodent Bait

■ BASF
We create chemistry

With its impressive labor savings and fast colony kill, **Selontra®** rodent bait delivers real efficiency for your business. It controls entire infestations in just seven days¹, which lowers both your labor and material costs. Its shortened baiting program requires less bait, and the stop-feed action of the active ingredient, cholecalciferol, makes a little go a long way: rodents eat only enough for a lethal dose, leaving more for the rest of the colony².

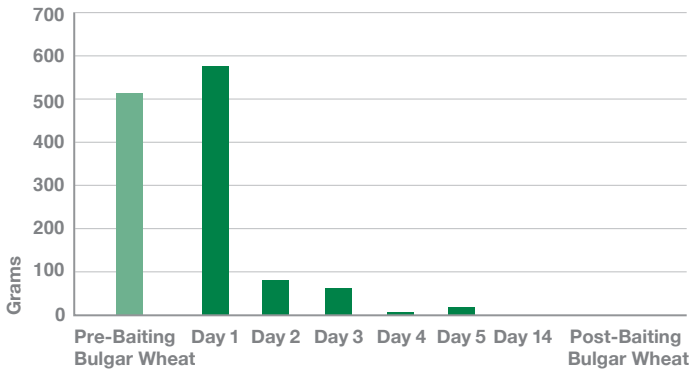
Selontra rodent bait is effective against anticoagulant-resistant rodents, and it demonstrates proven palatability even when desirable food sources are available. And with a durability that holds up in tough conditions, **Selontra** rodent bait creates less waste, so it takes care of business while making yours more efficient.

Selontra rodent bait offers three major advantages to your business:

- **Fast colony kill:** Controls infestations in seven days in U.S. field trials
- **Efficient use of bait:** Allows for shorter baiting programs, less bait to kill populations, and reduced waste
- **Effective resistance management:** Kills anticoagulant-resistant rodents

Fast colony kill and proven palatability

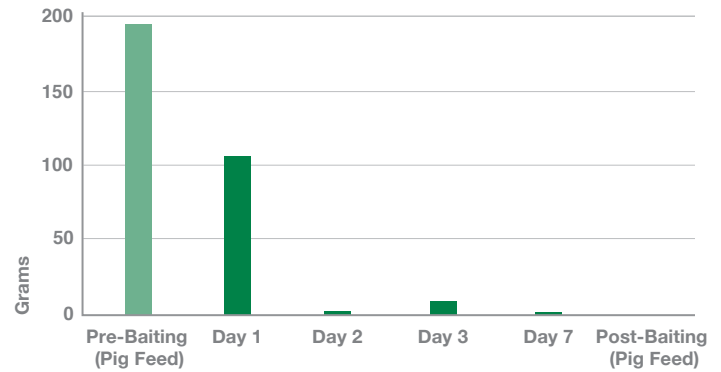
Roof Rats Consumption: Pre-Baiting, Baiting with Selontra Rodent Bait, and Post-Baiting



BASF U.S. Field Trial – New Orleans, LA (2016).

- 100% colony control achieved
- In spite of attractive food sources (e.g. human food waste, litter, restaurant waste, pet food, etc.), the rats readily fed on **Selontra**® rodent bait early in the baiting period

Mice Consumption: Pre-Baiting, Baiting with Selontra Rodent Bait, and Post-Baiting

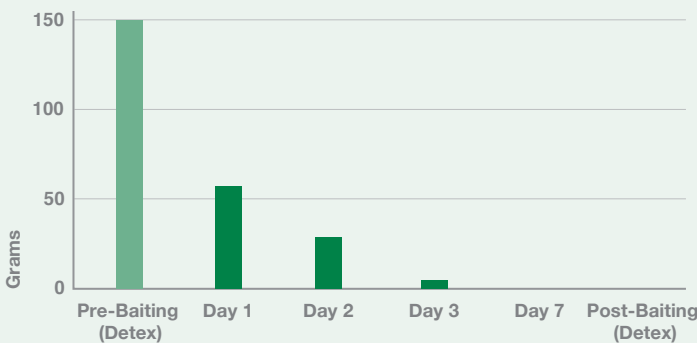


BASF U.S. Field Trial – NC Pig Farm (2016).

- 100% colony control achieved
- In spite of attractive food sources (e.g. pig feed), the mice readily fed on **Selontra** rodent bait during the early baiting period

Efficient use of bait

Mice Consumption: Pre-Baiting, Baiting with Selontra Rodent Bait, and Post-Baiting



BASF U.S. Field Trial – Indiana Grain Farm, Site 1 (2017).

- 100% colony control achieved
- No feeding on **Selontra** rodent bait after day 3 indicates rodents stopped feeding
- Significant feeding on **Selontra** rodent bait in spite of attractive competing food sources (e.g. grain)

Effective at killing anticoagulant resistant rodents

Mice				
Strain	Resistance to anticoagulants	# of mice	Gender	Mortality (%)
Wild-derived	susceptible	28	mixed	100 (by day 5)
Wild-derived	susceptible	43	mixed	100 (by day 5)
Wild-derived	resistant to bromadiolone	33	mixed	100 (by day 4)

BASF Rat and Mice Lab Studies

Rats			
Strain	Resistance to anticoagulants	Gender	Mortality (%)
Wistar	susceptible	m	100 (by day 3)
		f	100 (by day 3)
Welsh	resistant to FGARs	m	90 (by day 3)
		f	100 (by day 3)
Hampshire	resistant to bromadiolone	m	100 (by day 4)
		f	100 (by day 3)
Berkshire	resistant to difenacoum and bromadiolone	m	100 (by day 4)
		f	100 (by day 4)

Holds up in tough environments

- Does not melt in hot, humid temperatures as high as 177° F
- Does not crumble in temperatures as low as 0° F
- Demonstrates minimal water uptake in submersion testing

Feed rodents their last meal

Wipe out rodent infestations and protect your customers' property with a more efficient rodent baiting system that saves you time and money. Contact your BASF Sales Representative or visit pestcontrol.basf.us to learn more.

1 US Field Trials: Indiana Grain Farm (2017); NC Pig Farm (2016)

2 Prescott, C.V., El-Amin, Vusa, and Smith, R.H. "Calciferols and Bait Shyness in the Laboratory Rat". Proceedings of the Fifteenth Vertebrate Pest Conference 1992. Paper 64.

*Whisson, Desley, "Rodenticides for Control of Norway Rats, Roof Rats, and House Mice". University of California Cooperative Extension, Poultry Fact Sheet No. 23, 1996

Always read and follow label directions.

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