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

Good for business. Bad for rats and mice.
**Fast colony kill and proven palatability**

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

- 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**

- 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)

**Efficient use of bait**

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

**Effective at killing anticoagulant resistant rodents**

<table>
<thead>
<tr>
<th>Strain</th>
<th>Resistance to anticoagulants</th>
<th># of mice</th>
<th>Gender</th>
<th>Mortality (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wild-derived</td>
<td>susceptible</td>
<td>28</td>
<td>mixed</td>
<td>100 (by day 5)</td>
</tr>
<tr>
<td>Wild-derived</td>
<td>susceptible</td>
<td>43</td>
<td>mixed</td>
<td>100 (by day 5)</td>
</tr>
<tr>
<td>Wild-derived</td>
<td>resistant to bromadiolone</td>
<td>33</td>
<td>mixed</td>
<td>100 (by day 4)</td>
</tr>
</tbody>
</table>

**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.

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