

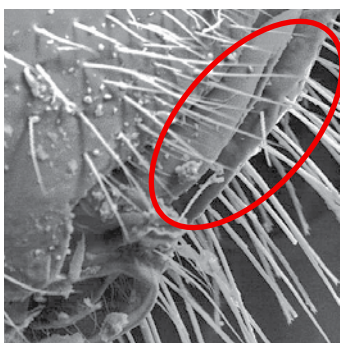


Shedding light on Insect Growth Regulators.

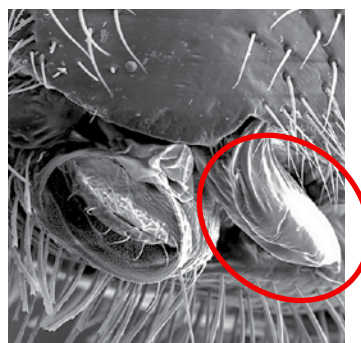
The best bed bug defense is a good offense that includes an adulticide for knockdown followed by an insect growth regulator (IGR) for long-term control. Incorporating Gentrol® IGR into your treatment protocols can boost your bottom line by reducing callbacks and increasing customer satisfaction. The active ingredient in Gentrol® IGR, (S)-Hydroprene, disrupts the normal development of the bed bug, negatively impacting the life cycle.

The negative impact on bed bugs exposed to Gentrol® IGR includes:

- Decreased bed bug egg production
- Preventing nymphs from becoming adults
- Reduced reproductive ability



Normal adult bed bug reproductive organ.



An adult reproductive organ affected by Gentrol® IGR after 5th instar molting.

THE UNIQUE BENEFITS OF GENTROL® IGR AND ADULTICIDES.

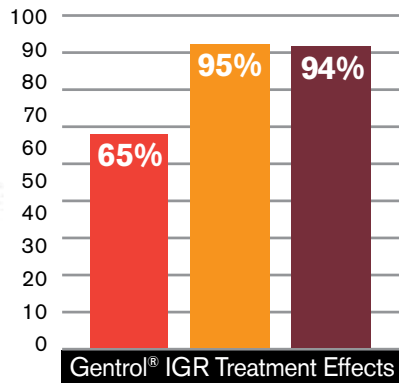
GENTROL® IGR:

- Reduces infestations
- Reduces reproduction
- Extended residual

ADULTICIDES:

- Kill bed bugs
- Work on contact
- Stay where applied
- Short residual activity

Gentrol® IGR (S)-Hydroprene Efficacy*



Gentrol® IGR targets several aspects of the bed bug life cycle when nymphs are exposed to dried residues.

65% of the hydroprene-exposed nymphs died.

95% less nymphs were produced compared to untreated bed bugs.

94% less eggs were produced compared to untreated bed bugs.

*Based on "Evaluation of Gentrol aerosol for efficacy against Bed Bugs" Insect Control & Research

73%

"Repeated laboratory tests have since shown that Gentrol® concentrate formulated at the label rate (0.07%) actually killed 73% of exposed bed bugs either during, or shortly after their final molt."

- Dini Miller. "Living With Bed Bugs." *PMP Magazine*, July 2009. Pp. 37



Gentrol® IGR affected mortality during 5th instar molting.

Gentrol® IGR works with adulticides so professionals can be more:

- Effective - Bed bugs are resilient, professionals need more than one weapon.
- Economical - Suppressing resurgence means reducing expensive callbacks and retreats.
- Established - Long residuals and suppressed resurgence means long-term control.
- Encompassing - Gets into walls, cracks and crevices to control the bed bugs you can't see.

Professional bed bug treatments should always include Gentrol® IGR in conjunction with an adulticide. Adulticides alone are not completely effective. Instant results are hard to come by with bed bug control, but over time, Gentrol® IGR plus an adulticide will help eliminate infestations and prevent rebounds. Can you afford not to use Gentrol® IGR? To learn more visit zoecon.com.

