

The fastest way to outsmart those rascally rats.

Selontra Rodent Bait provides
infestation control in as few
as seven days.¹

A TASTE
RODENTS
CAN'T RESIST

1 MORE EFFECTIVE

Selontra Rodent Bait's active
ingredient, cholecalciferol, causes
rodents to stop feeding after the
first lethal dose, so a little goes a
long way to take care of business.^{1,2}

2 HIGHLY APPEALING

Rats will choose Selontra Rodent
Bait over other food sources.^{3,4}
Think of it as a most appealing
last meal they can't resist.

3 BETTER FOR THE PLANET

Because it biodegrades 10x faster
than competitive rodenticides,
Selontra Rodent Bait is safer for
the environment and other
non-targeted animals.⁵

Ask your pest management professional about Selontra Rodent Bait.

1. Edward F. Marshall. Cholecalciferol: A Unique Toxicant for Rodent Control. DigitalCommons@University of Nebraska-Lincoln, Proceedings of the Eleventh Vertebrate Pest Conference. 1984.

2. AI demonstrates stop-feed action after ingesting a lethal dose. 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.

3. U.S. Field Trials (Indiana Grain Farm, 2017; NC Pig Farm, (2016).

4. Total Amount of Bait And Alternative Food Eaten per Mouse BASF LR008/18. Sharon Hughes. 2018 Simulated Use (Pen Trial), Choice Feeding Studies Against *Mus musculus*. e. Comparing Selontra® and Sorex® pasta

5. https://www.biologicaldiversity.org/campaigns/pesticides_reduction/pdfs/DPR-2013-SGAR-Memo.pdf