

Revolutionary Rodent Fertility Control Provides More Effective, Long-Term Solution

SenesTech's line of rodent reproductive inhibiting baits allow PMPs to address a host of issues.

Revolutionary products don't come along every day. In the rodent control world, we have seen drastic improvements over the decades since the first commercial trap was introduced in the late 1800s. Technology has literally made the mouse trap better. One issue has never truly been addressed, until now. SenesTech's line of rodent reproductive inhibiting baits finally allow pest management professionals (PMPs) to address a host of issues, leading with the birthrate of rats. Much like insect growth regulators have influenced the way insects are controlled, SenesTech's rodent control products can eliminate new populations before they are born.

SenesTech solutions complement other rodent control products and enhance results. While rodenticides can knock down the population quickly, any remaining survivors can quickly repopulate because of rats' short reproductive cycles, large litter sizes, and ability to re-invade new areas. Fertility control prevents rats from increasing their numbers for an outcome that is more effective and long term.

Rodenticides (first available in the 1940s) can become less effective over time due to rodent behavior, bait aversion, genetic resistance, or increased tolerance. Rats that survive in the population are typically the ones that won't consume rodenticides or learn to outsmart traps. Additionally, since SenesTech's products are minimal to no risk with active ingredients derived from plants, the exposure for secondary poisoning or other unwanted circumstances is limited. Giving customers peace of mind, while limiting liability is a great added benefit.

This addition to an integrated pest management (IPM) program helps avoid the frustration of spending time, money, and labor in reducing rat populations, only to have the hard work reversed. In circumstances where rodenticides are not available for use or are limited, fertility control products like ContraPest® and Evolve™ that provide options where none may have existed before. Customer accounts that are animal sensitive, food producing or otherwise regulated, make up a significant market for rodent control where rodenticides are



not an option. The great news is that rats have a relatively short life cycle that will allow for control using rodent fertility products as a stand-alone solution. Now that's revolutionary!

SenesTech products include:

- ContraPest® — an EPA-registered, rat contraceptive bait in the form of a highly palatable liquid, developed specifically for Norway (brown) rats and roof (black or ship) rats.
- Isolate Bait System™ with ContraPest® — a delivery system ideal for standard infestations that is efficient and easy to use for rapid placement and setup.
- Elevate Bait System™ with ContraPest® — a delivery system for baiting in elevated areas that are hard-to-reach with standard bait stations and can be mounted on horizontal or vertical surfaces.
- Ultimate Bait System™ with ContraPest® — a delivery system ideal for large deployments, that can be serviced less often, and is great for high infestation areas.
- Evolve™ Soft Bait — a highly palatable, contraceptive soft bait that is cost-effective, and easy to deploy for versatile use.

For more information on SenesTech and its solutions, please visit: www.SenesTech.com ■



I'm the Game Changer

Up until now your rat removal strategy has been playing defense, time to go on offense by adding ContraPest® to your approach.

For more information visit ContraPestPro.com



BY SENESTECH, THE LEADER IN FERTILITY CONTROL