

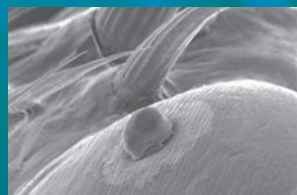
# CUSTOMERS CAN ENJOY THEIR YARDS AGAIN WITH PROVEN 30-DAY MOSQUITO REDUCTION

Mosquitoes are more than just an annoyance – they can carry dangerous diseases such as West Nile virus, Chikungunya virus and Dengue. As a result, demand for residential treatments to reduce mosquito populations has increased, meaning you need a solution to help your business stand out in the marketplace. To help you meet this need, Syngenta Professional Pest Management (PPM) offers Demand® CS insecticide as a highly effective solution for managing mosquito populations on a 30-day treatment cycle.

## Why a 30-day Treatment Cycle with Demand CS Works

Mosquito applications are targeted to shrubs and plants where mosquitoes rest, so it is critical for a product to withstand tough environmental conditions. Demand CS utilizes an advanced-generation pyrethroid with iCAP™ technology, a proprietary formulation from Syngenta PPM that helps enhance mosquito population reduction and long-term efficacy. The microcaps in iCAP technology protect the active ingredient, *lambda-cyhalothrin*, from harsh conditions such as sunlight and surface pH extremes.

The low use rate of Demand CS is an excellent fit for a 30-day mosquito control treatment cycle. Even when using Demand CS at its recommended low use rate, more than 10,000 microcaps will cover one square inch of a treated surface, resulting in thorough protection over an extended period of time. This cost-effective feature gives your customers peace of mind knowing a superior product formulation is reducing mosquito populations in their yards.



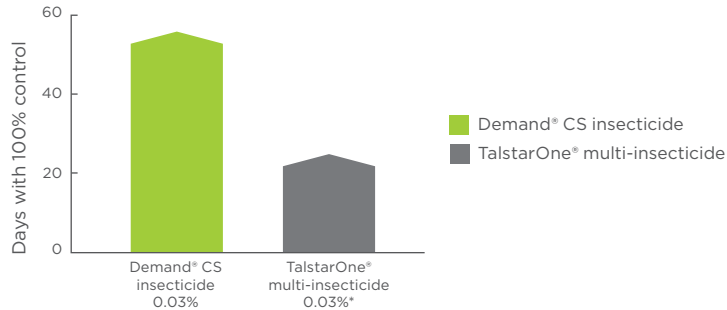
## How a Microcap Diffuses

This image shows the contents of an iCAP technology microcapsule diffusing into the cuticle of an insect. When an insect picks up a capsule, the capsule adheres to the insect's waxy cuticle surface because of the formulation's lipophilic, or fat-loving, attraction. The insect will rupture the capsule through physical action or ingestion, which causes the active ingredient to spread around the site of contact and into the insect. While rupturing of the capsule may provide faster transfer, it is not necessary for the insect to break the capsule wall, as the liquid will diffuse from the capsule interior to the cuticle and into the pest on a gradual basis.

 **Demand<sup>®</sup>CS**  
Insecticide

**syngenta<sup>®</sup>**

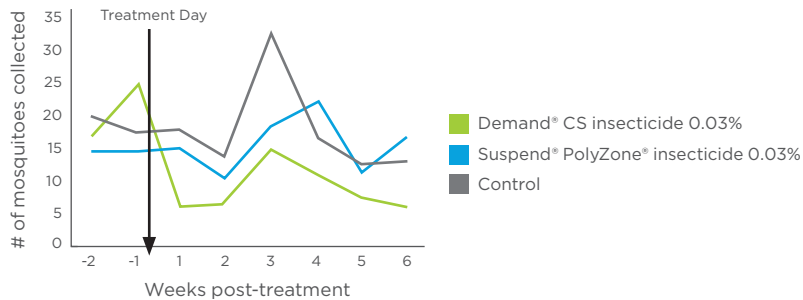
### Length of Control - *Aedes aegypti*



W.A. Donahue, Sierra Research Labs, CA

This lab-based trial shows Demand CS provided 100 percent control when mosquitoes were placed on leaves that had been treated with Demand CS and left outdoors for eight weeks.

### Mosquito Reduction in Kentucky



University of Kentucky, 2013

The University of Kentucky tested the effectiveness of Demand CS in consumers' backyards. Fifteen single-family residences from suburban neighborhoods in Lexington, Ky. were treated using a mist blower applicator containing either Demand CS, Suspend® PolyZone® insecticide or water (control). The results showed the number of mosquitoes collected using CDC traps in backyards post-treatment was dramatically reduced in the first week of application, and stayed substantially lower for six weeks when compared to the other treatments.

\*TalstarOne® multi-insecticide is now known as Talstar® P insecticide. Trials reflect treatment rates and mixing partners commonly recommended in the marketplace.

### Recommended Rate for Demand CS

Product	Rate
Demand CS	0.03% (0.4 fl. oz./gal.)

### Requirements for Success

To provide successful, residential mosquito control services for your customers, you must be knowledgeable and prepared. There are several steps you can take to ensure successful mosquito control:

- ▶ Familiarize yourself and your technicians with state and local regulations regarding mosquito control.
- ▶ Understand your role in conjunction with other municipal control efforts, such as larvacide treatments.
- ▶ Conduct thorough inspections and advise customers how to reduce breeding sites and personal exposure.
- ▶ Follow label directions for mosquito treatments by making targeted treatments to resting areas.
- ▶ Manage expectations of your customers and explain treatment methods.
- ▶ Avoid any claims of complete mosquito control or disease prevention.

We understand your customers want mosquito control that is both effective and unobtrusive. By using Demand CS as part of a 30-day treatment cycle, your customers can spend more time enjoying the outdoors and less time worrying about the nuisance of mosquitoes.

### FOR LIFE UNINTERRUPTED™

To learn more about Demand CS, please visit [www.SyngentaPMP.com/DemandCS](http://www.SyngentaPMP.com/DemandCS) or call 1-866-SYNGENT(A) (796-4368).