

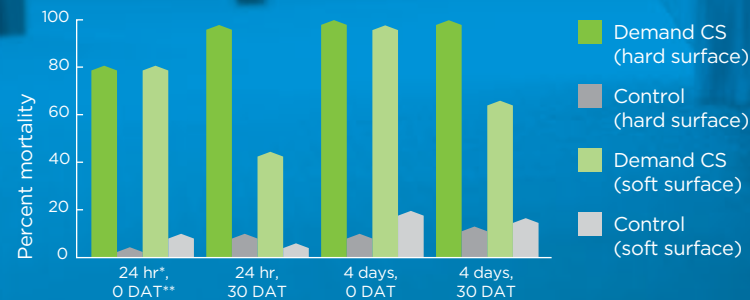
DEMAND CS PUTS BED BUGS TO REST

- ▶ Labeled for control of bed bugs and more than 30 other pests
- ▶ Formulated with iCAP™ technology that protects the active ingredient, *lambda-cyhalothrin*, for longer residual control
- ▶ Approved for crack-and-crevice treatment indoors where bed bugs are likely to congregate, as directed by the product label
- ▶ No visible residue with little or no odor
- ▶ High insecticide activity at a low use rate

A Tough Pest Needs Tough Control

Bed bugs can be easily transported to hard-to-reach areas of your customers' homes, making it difficult to control these pests. Demand® CS insecticide from Syngenta Professional Pest Management can be applied in crevices along baseboards, bed springs, bed frames, beneath beds and furniture, and behind bed frames and headboards.

Bed Bug Control on Multiple Surfaces



* Snell 2011

*Time after exposure period

**Days after treatment

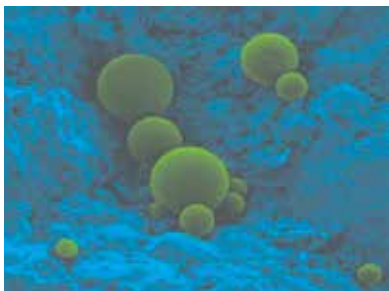
Trials reflect treatment rates and mixing partners commonly recommended in the marketplace.

 **Demand[®]CS**
Insecticide

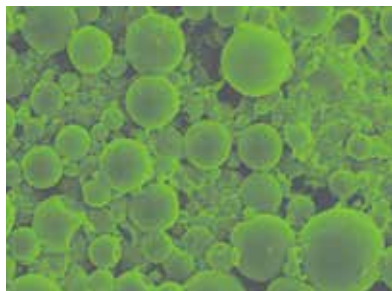
 **syngenta[®]**

iCAP Technology: A Bed Bug's Worst Nightmare

iCAP technology is a formulation innovation that is often copied but never duplicated. When bed bugs cross a surface treated with Demand CS, the microcaps in iCAP technology adhere to a bed bug's cuticle, allowing the formulation to be spread to other bed bugs through contact. These microcaps of multiple sizes can provide immediate and residual control for up to three months.



The Demand formulation is made up of microcaps of different sizes to provide immediate and long-term control of pests.



At recommended use rates, more than 10,000 capsules will cover one square inch of a treated surface.

Going Undercover to Find Bed Bugs

The behavior of bed bugs makes it difficult to discover an infestation because they hide in secluded areas during the day and feed while humans are sleeping at night. Careful inspection with a flashlight is necessary to identify the following signs of a bed bug infestation:

- ▶ Dark spotting and staining caused by bed bug excrement, eggs, eggshells and molted skins of maturing nymphs
- ▶ Clusters of bed bugs in cracks and crevices around headboards, baseboards, mattresses and sofa seams
- ▶ Populations under carpet edges, behind wallpaper, loose wall plaster and even inside phones, lamps and televisions

A Winning Bed Bug Combination

You can supplement your Demand CS treatment with Archer® insect growth regulator (IGR) to help ensure bed bugs will lay non-viable eggs and stop nymphs from becoming adults. Archer also helps manage pest resistance to insecticides, a common problem with bed bug infestations. Together, Demand CS and Archer are the ultimate combination for treating this challenging pest.

Proven Results for Business Owners

“Demand CS has been front and center in our bed bug arsenal for a long time. The label is flexible, which allows us to use the product in a variety of ways for a bed bug treatment. We don't have high callback rates, so it's exceeding our expectations and reaching a desired effectiveness.”

Phil Cooper

CEO, Bed Bug Central
Lawrenceville, N.J.

Choose Demand CS to help give your customers an environment free from the nuisance of bed bugs.

FOR LIFE UNINTERRUPTED™

To learn more, please visit www.SyngentaPMP.com or call 1-866-SYNGENT(A) (796-4368).