

The Truth About Do-It-Yourself Treatments

Did you know that do-it-yourself ant control efforts can actually make things worse? Most over-the-counter sprays and repellents can cause a phenomenon called "budding," in which foraging ants, separated from their main nest by a repellent spray, will actually start new colonies. Repellent sprays can also end up trapping ants inside your home. The last thing you want!

Your pest management professional knows how to avoid these do-it-yourself pitfalls with **Termidor**[®] termiticide/insecticide. **Termidor** utilizes cutting edge "undetectable" technology to deliver remarkably effective ant control no do-it-yourself product can match.

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A Smarter Approach to Pest Control



Since 1865, BASF, manufacturer of **Termidor**[®] termiticide/insecticide, has been pioneering effective and innovative product applications and techniques that incorporate the judicious use of chemicals—while retaining product efficacy. If you're wondering why we were so responsible before it became trendy, the answer is simple: because it's Smart.

It's also the right thing to do. At BASF, we pride ourselves on a Smart approach to pest control. In fact, our environmental impact is at the heart of our corporate vision. But don't think for a second that Smart pest control is just a company motto. On the contrary, it's something we focus on every day.



A **Termidor**[®] termiticide/insecticide application can only be performed by a licensed pest professional. Users must always read and follow label directions. www.termidorhome.com. **Termidor** is a registered trademark. "Transfer Effect" and the **Termidor** logo are trademarks of BASF. **Termidor** is not labeled for termite use in New York State. © 2010 BASF Corporation. All rights reserved. 10-21-155-003



TERMIDOR[®]
TERMITICIDE / INSECTICIDE

for ant control



Targeting ants outside for ant control *inside*.

Termidor: a Proven Solution

Unlike repellent insecticides and many do-it-yourself pest control products, **Termidor**[®] termiticide/insecticide is a nonrepellent, or “undetectable,” liquid treatment. That means pests can’t smell, taste, or otherwise detect it. So instead of avoiding it, they crawl right through the treated area, ingesting the **Termidor** active ingredient and picking it up on their bodies. This is important, because ingesting treated materials or *merely contacting the insecticide* will cause ants to die.

The Termidor “Transfer Effect”™

Termidor even controls ants that never make direct contact with a treated surface. They need only to contact other ants that have been exposed to **Termidor**. This unique “Transfer Effect”™ allows ants to spread **Termidor** throughout their colony. You’ll start seeing results in one to three days, and most ant species will be controlled within the first week following treatment.



Applied Outside to Control Ants Inside

Chances are, ants, and some of the other pests in your home, actually live in nests outside—which is exactly where **Termidor** targets them. **Termidor** is applied *outside* to exterior areas associated with your home, creating a treated area of protection. Because **Termidor** is never applied inside your home and is virtually odor free, you won’t even know it’s there.

Ants won’t know it’s there either, so they will unknowingly contact **Termidor** as they travel to your home in search of food and back outside to their nest. Then, it’s only a matter of a very short time before **Termidor** and its Transfer Effect controls the ant colony.

Pest Prevention Tips

Regular inspections from a qualified pest management professional are the best way to keep pests out of your home. But there are things you can do to help:

Inside tips:

- Clean up spilled food and beverages.
- Diligently take out the trash.
- Rinse out jars and containers before you place them in trash cans and recycling bins.
- Pick up and store your pet’s food before going to bed.

Outside tips:

- Seal doors and windows.
- Keep rain gutters clean to prevent moisture inside walls.
- Trim trees and shrubs away from house; ants can use limbs as “bridges” to gain access.
- Put firewood up off the ground and away from house.

