



We create chemistry

Selontra®

APHA Meeting Nov 2021



Presentation outline

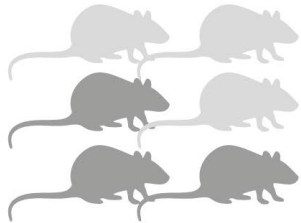
Why Selontra (a non anticoagulant)

1. Resistance management
2. Environmental profile
3. Quicker control

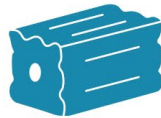


Selontra® benefits

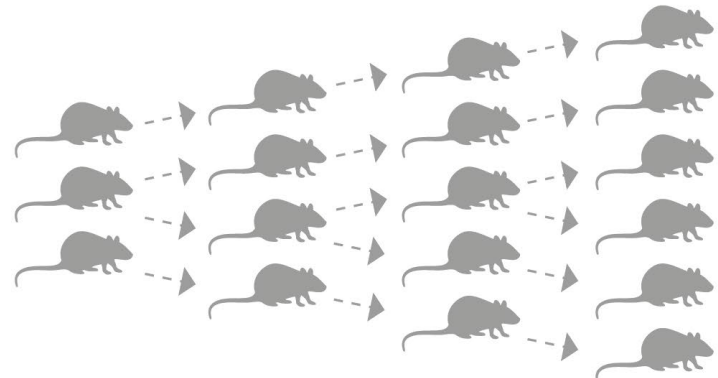
Breaks the cycle of resistance



Infestation

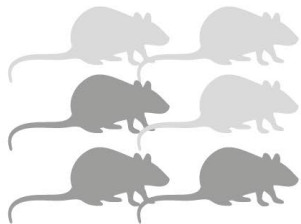


Treated with an anticoagulant

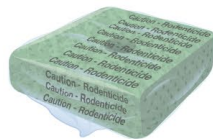


Survival and breeding of anticoagulant resistant rats and mice

VS.



Infestation



Treated with
Selontra®



Control all resistant rats and mice

Breaking the cycle of resistance



Susceptible rats and mice

Rats and mice resistant to anticoagulants

Presentation outline

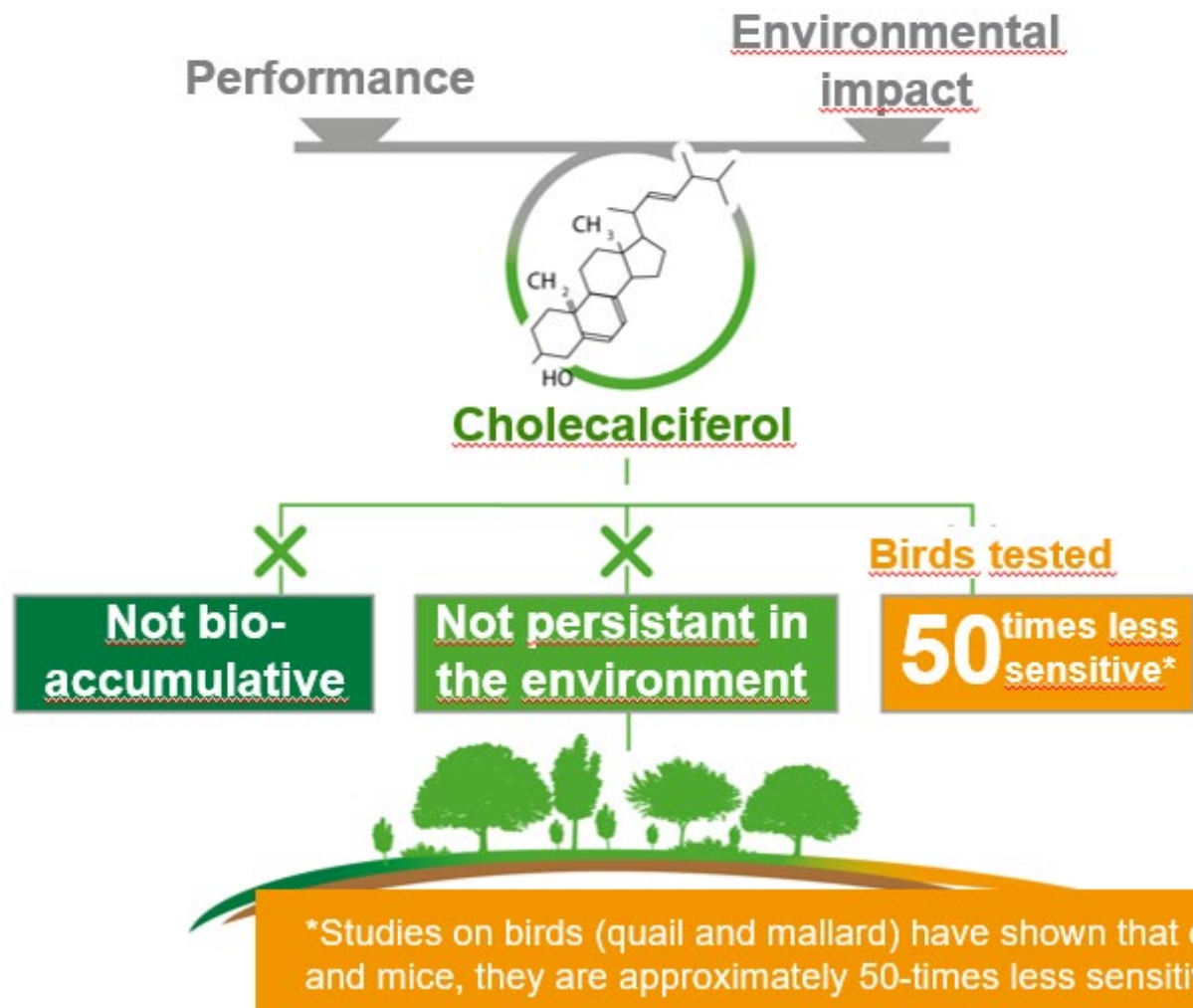
Why Selontra (a non anticoagulant)

1. Resistance management
- 2. Environmental profile**
3. Quicker control



Selontra® benefits

Balancing performance and environmental impact



Label directions

- In and around buildings
- Brown rats, Black rats and House mice
 - ▶ including strains resistant to anticoagulant rodenticides*
- Can be used in tamper-resistant bait stations and covered and protected baiting points
- Permanent baiting permitted

* Not on any Anticoagulant bait label

Presentation outline

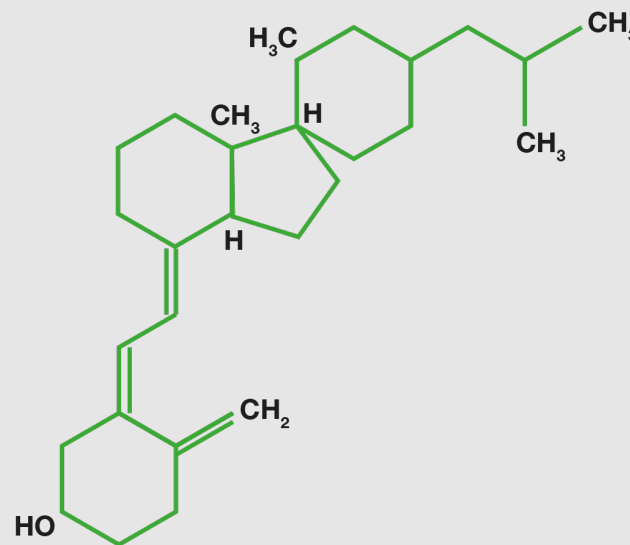
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Cholecalciferol background

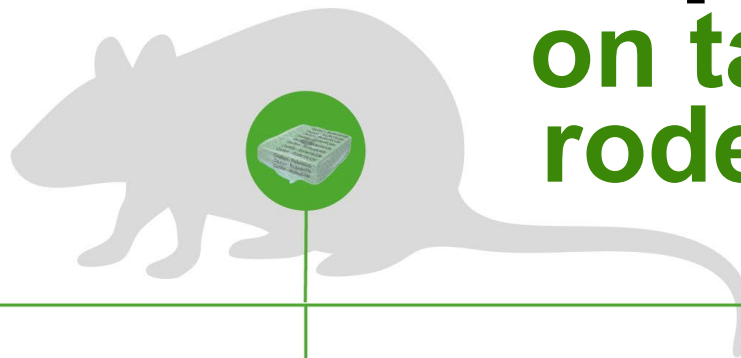
- Naturally occurs in tissue and blood of all animals and is under tight metabolic control
- Controls calcium levels in the blood
- Synthesized in animal skin by the action of sunlight
- Toxicity - causes hypercalcemia (too much calcium in the blood) at toxic doses



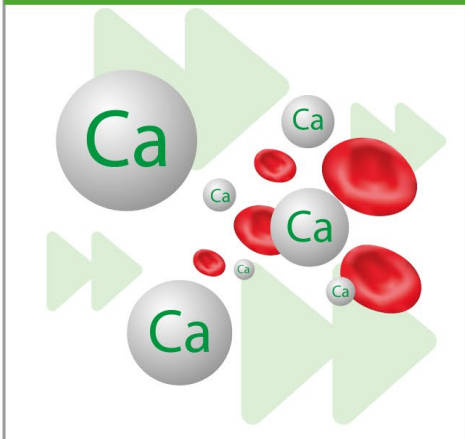
Cholecalciferol

Cholecalciferol

Impact on target rodents



**Increases calcium in
blood**



Stop feeding effect



After 24 hours

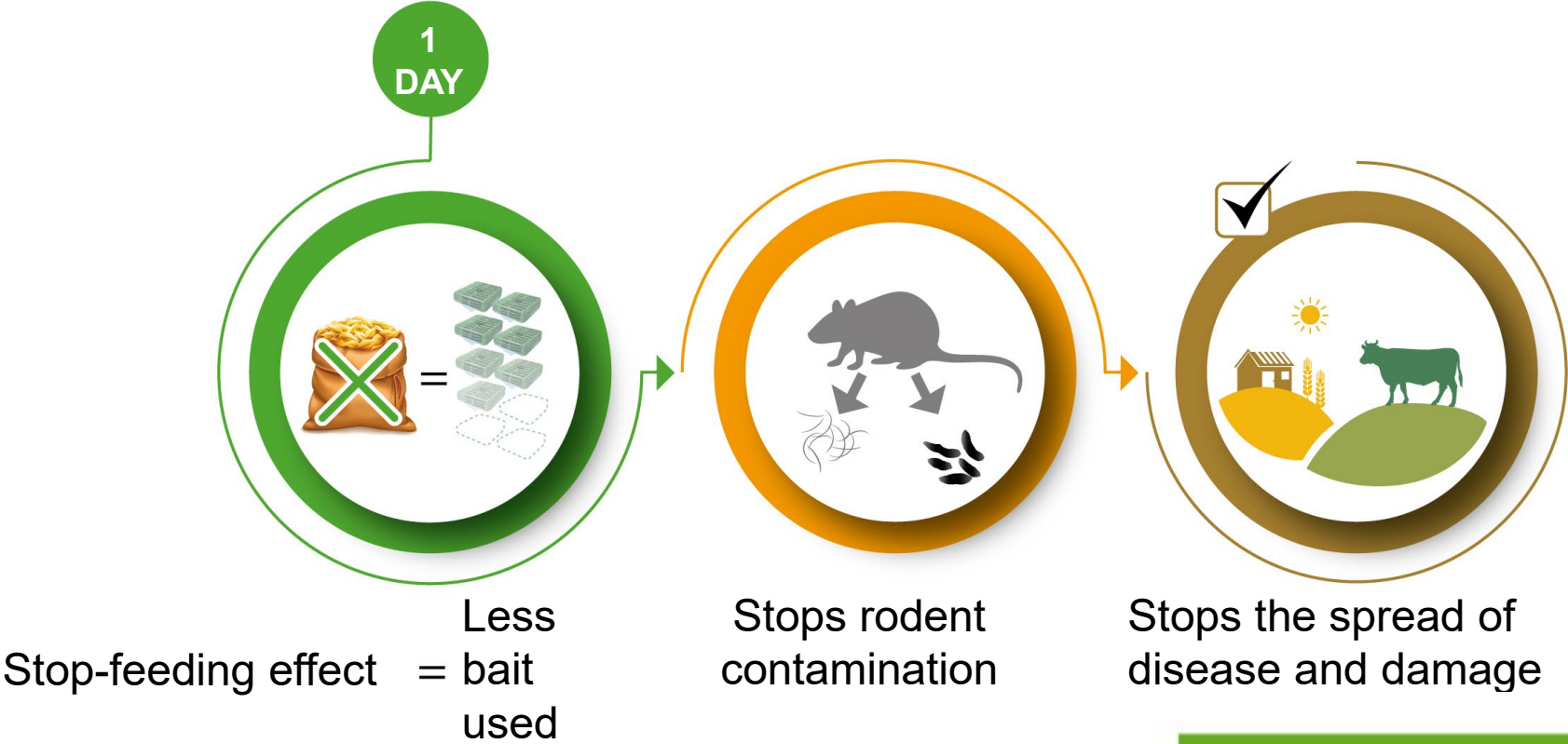
**Death from
hypercalcemia**



Death after 2-5 days

Selontra® benefits

Stop-feeding effect





Time needed for infestation control



* Typical time to control. Exact duration might vary

Key features and benefits

7
days

Rodent – free in 7 days

Thanks to its **unique mode of action** and the **extremely palatable bait**, Selontra® enables you to achieve complete control of large rodent infestations within as few as 7 days.



Stops the waste of resources

A unique product with a **stop-feeding effect** that prevents rodents from over-consuming and wasting bait. The result: saves you time and money.



Balancing performance and environmental impact

The active substance, cholecalciferol, is **neither persistent in the environment, nor bio-accumulative**, and is readily metabolized by rodents



Breaks the cycle of resistance

Selontra® controls all rodents – even those that are resistant to other rodenticides. The development of **future resistance is considered highly unlikely**.



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