

# PRESCRIPTION TREATMENT® TECH NOTES

February 2002

PT® Avert  
Cockroach  
Gel Bait

MAKING PEST MANAGEMENT MORE PROFITABLE



## PT® Avert Cockroach Gel Bait

Formula 2, Piston Can

Formula 3, Reservoir



### What is the active ingredient in Prescription Treatment® brand Avert® Cockroach Gel Bait?

Avert Cockroach Gel Bait contains 0.05% abamectin<sub>B1</sub>. Abamectin, derived from a naturally occurring soil microorganism, has a low toxicity in mammals and is effective in small doses.

### What is the mode of action for abamectin<sub>B1</sub>?

Abamectin<sub>B1</sub> is a GABA inhibitor that interferes with the insect's nerve impulses and begins affecting cockroach populations within 24 hours. This type of insecticide allows the cockroach time to return to the nest, where the insecticide can be passed to other cockroaches, which minimizes reproduction and ultimately reduces and controls the population.

### What is the difference between the Avert Cockroach Gel Bait in a reservoir versus the piston can?

The formulation of Avert Cockroach Gel Bait is the same in both the reservoir and the piston can. Whitmire Micro-Gen wanted to provide the PMP with a choice of delivery systems. The reservoir has always been the industry standard for use with a bait gun like the new PT® 345 Applicator. The piston can is designed for convenience in a ready-to-use formulation and is an economical product choice for accounts with heavy infestations.

### What are the labeled use sites for Avert Cockroach Gel Bait?

Hotels, Motels, Restaurants, Food Handling Establishments, Federally Inspected Meat and Poultry Plants, Food Storage Areas, Hospitals, Schools, Homes, Apartments, and Nursing Homes

### Features & Benefits

- ◆ Moist Bait Formulation Long lasting effectiveness
- ◆ Active Ingredient: Abamectin<sub>B1</sub> No known resistance and controlled mode of action
- ◆ Protein and Carbohydrate Bait Matrix Attractive to many species of cockroaches
- ◆ High LD<sub>50</sub> Low toxicity to mammals
- ◆ Available in Reservoir and Piston Can Choice of delivery systems for the PMP

### Product Specifications

#### Avert Cockroach Gel Formula 2 (Piston Can)

Active Ingredient	0.05% Abamectin <sub>B1</sub>
Packaging	6 x 120 g piston cans/case
EPA Signal Word	CAUTION
EPA Registration #	499-406
Food Handling	YES
PPE Required	None Required

#### Avert Cockroach Gel Bait Formula 3 (Reservoir)

Active Ingredient	0.05% Abamectin <sub>B1</sub>
Packaging	4/box, 5 boxes/case
EPA Signal Word	CAUTION
EPA Registration #	499-410
Food Handling	YES
PPE Required	None Required

## Why should a PMP choose Avert Cockroach Gel Bait over the competition?

### ◆ Long Lasting Effectiveness

Some cockroach baits will dry out and lose effectiveness over time. Avert Cockroach Gel Bait is formulated to remain moist and effective even in harsh conditions.

### ◆ No Known Resistance to Abamectin<sub>B1</sub>

Highly resistant cockroaches were tested and effectively controlled with Avert Cockroach Gel Bait including carbamate, organophosphate, organochlorine and pyrethroid resistant strains.

### ◆ Highly Attractive Bait Matrix

The Avert Cockroach Gel Bait formulation was tested and selected from various combinations of proteins and carbohydrates to develop this highly attractive bait matrix. Cockroaches have been known to immediately feed on the trail of bait applications as the PMP applies the bait.

### ◆ Low Toxicity to Mammals

Avert Cockroach Gel Bait has a high LD<sub>50</sub>. It is a crack & crevice<sup>®</sup> product that should be placed in areas where people and animals will not come in direct contact.

Dermal LD<sub>50</sub> > 5,000 mg/kg

Oral LD<sub>50</sub> > 5,000 mg/kg

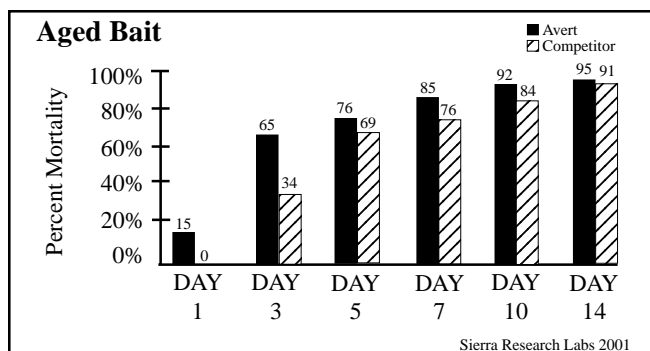
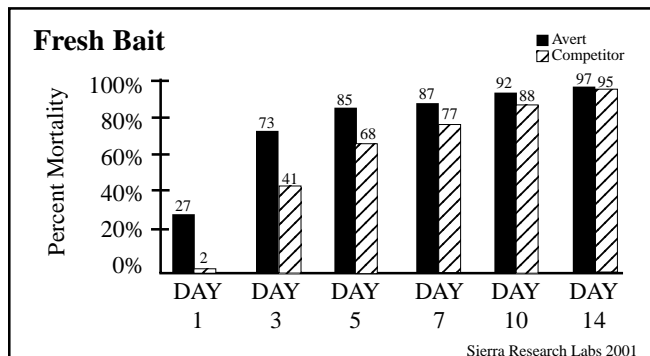
### ◆ Application Does Not Require Ventilation

Avert Cockroach Gel Bait labeling does not have ventilation requirements during or after application. Some competitive baits include ventilation requirements on the label and this increases the time a PMP must spend at an account.

## Avert Cockroach Gel Bait begins to effectively control German cockroaches from DAY 1.

The following charts reflect % mortality of field collected German Cockroaches.

### Independent Study



*This test was conducted in 36" diameter arenas. Two sets of harborages with food and water were placed toward the edge in the arena. Approximately 1 gram of the bait was placed in the center of the arena. "90 day" refers to bait aged for 90 days under laboratory conditions. Total of 100 mixed-aged field collected German Cockroaches were placed in each arena. Approximately 25 each males, females (no egg capsules), large nymphs and small nymphs made up the mixed population. The results are the average of three replications.*

