



# New Fendona™ CS controlled release insecticide means business

Protected inside its unique micro-mesh encapsulation, the active ingredient in new **Fendona CS** controlled release insecticide is ready to get down to business—yours. New to the U.S. market, this advanced, highly active pyrethroid formulation works fast and continues to kill quickly for months, providing effective, flexible pest control. Optimized for broad coverage and durability, **Fendona CS** insecticide is the premier perimeter pest control solution that's ready to launch today.

**Fendona CS** insecticide introduces an advanced encapsulation and active ingredient, alpha-cypermethrin, that together provide powerfully effective perimeter pest control.

- **Fast-acting and long-lasting:** New formulation with unique encapsulation technology kills insects fast and is highly effective for months on most labeled pests
- **Sustainable and efficient:** Decreases labor costs with the option to extend application intervals for mosquitoes, and by helping to reduce callbacks for perimeter pests
- **Flexible and effective:** Labeled for more than 60 arthropod pests and a broad range of surfaces and use sites, including lawn and ornamental uses

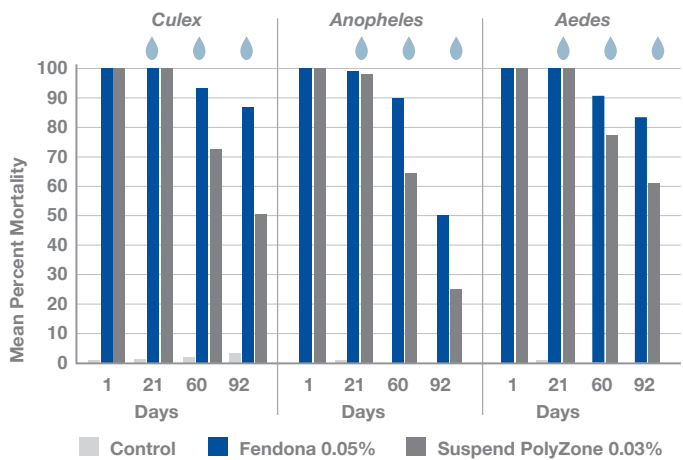
 **BASF**

We create chemistry

## Advanced encapsulation technology for fast, effective perimeter pest control

New **Fendona™ CS** controlled release insecticide features advanced micro-mesh encapsulation technology that preserves the active ingredient in a protective cage, ready to work on contact, even at 90 days. Formulated with purified forms of the two most active components of cypermethrin, this innovative formulation enhances effectiveness for fast kill and improved residual.

### Simulated rain fastness on treated foliage



☔ Total accumulated inches simulated rainfall: 21 days (.5 in); 60 days (2 in); 92 days (3.25 in)

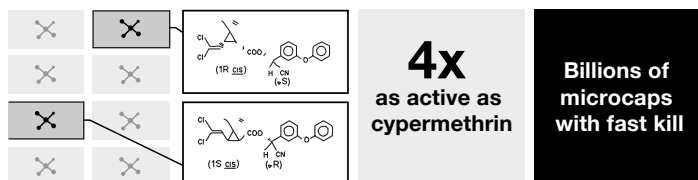
Source: Entomological Consultants, LLC 2016

**Fendona CS** insecticide offers better rain fastness than Suspend PolyZone for greater longevity against mosquitos, requiring less treatments and lowering costs.

### Small but mighty



Contains the two most active isomers of the eight in cypermethrin.

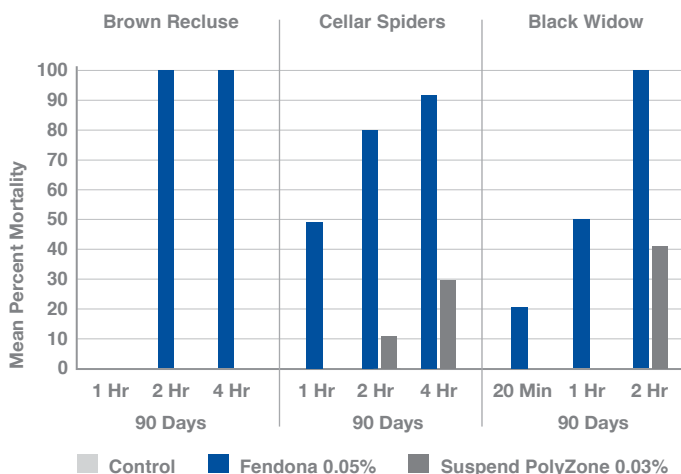


The unique micro-mesh encapsulation preserves the highly active a.i. long into the treatment period. Once attached to the insect's exoskeleton, the a.i. easily passes through the micro-mesh by diffusion, penetrating the insect's body.

### A little goes a long, long way

This innovative formulation significantly increases the number of caps for broader coverages and improved residual. That protects your customers and your bottom line.

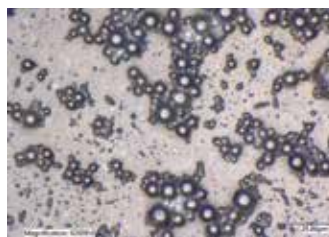
### Speed to kill spiders on 90-day aged residues



Source: Cardoza Research Consulting

**Fendona CS** insecticide delivers faster spider knockdown on day 90 than Suspend PolyZone, reducing the chances of spider sightings and costly callbacks.

### Comparison under same magnification



Fendona CS insecticide



Demand CS

Improved formulation of **Fendona CS** insecticide shrinks its encapsulation, resulting in more caps and broader coverage than Demand CS.

### No pest\* is safe

**Fendona CS** insecticide is labeled for over more than 60 arthropod pests, and adheres to a broad range of surfaces. This flexibility makes **Fendona CS** insecticide effective for treating a wide variety of structural, lawn, turf and ornamental pests.

### Dare any pest\* to cross your path

For an effective, flexible and cost-efficient perimeter pest solution, use new **Fendona CS** insecticide.

To learn more visit [pestcontrol.basf.us](http://pestcontrol.basf.us) or contact your local BASF sales representative.

\*See label for list of pests.

Always read and follow label directions.

Demand is a registered trademark of Syngenta. Suspend is a registered trademark of Bayer. PolyZone is a trademark of Bayer. Fendona is a registered trademark of BASF.

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