

# Mythic® Gel

## Economical and reliable cockroach baiting.

- Innovative new cockroach baiting chemistry
- Proven, top quality gel formulation
- Highly effective infestation control
- Competitive pricing and ideal for everyday use



### Innovative New Cockroach Baiting Chemistry.

**Mythic® Gel** is based on chlorfenapyr, an active ingredient employed highly successfully in North American insect control for more than a decade. Chemically unrelated to any other cockroach insecticide in current use, its completely different mode of action is effective against all four major pest species:

- *Blattella germanica* (German cockroach)
- *Periplaneta americana* (American cockroach)
- *Supella longipalpa* (Brown-banded cockroach)
- *Blatta orientalis* (Oriental cockroach)

Chlorfenapyr is totally undetectable to insects, with a non-neurotoxic mode of action that leads cockroaches to behave normally for a short while before dying discretely in their harbourages.

### Proven Top Quality Gel Formulation.

**Mythic® Gel** combines protein, carbohydrates and sugars in a water-based food source that is both highly attractive and palatable to foraging cockroaches. Its great attractiveness stimulates rapid cockroach attention even in the presence of other appealing food sources.

Furthermore, its exceptional palatability keeps them eating, so the greatest number of individuals consume a lethal dose of chlorfenapyr in the shortest possible time.

**Mythic® Gel's** quality formulation and manufacturing also means:

- The correct balance of consistency and adherence for easy application.
- No mould growth even at high temperatures or in humid environments.
- No loss of palatability or efficacy over a shelf life of at least three years.

### Highly Effective Infestation Control.

Carefully managed field trials in commercial situations show **Mythic® Gel** is at least as effective in controlling both German and American cockroaches as Europe's most widely used imidacloprid gel bait.

In both populations **Mythic® Gel** achieved over 50% reductions in cockroach numbers one day after treatment and 90% control in one week.

For all practical purposes there are no differences in efficacy between **Mythic® Gel** and the competitor over a standard four week treatment programme.

**Mythic® Gel** brings an innovative new active ingredient – chlorfenapyr – to European cockroach baiting.

**Mythic® Gel** is the latest cockroach bait offering from BASF who bring you **Goliath® Gel**, Europe's fastest and most effective cockroach bait.

**Mythic® Gel** is as effective in controlling German and American cockroaches as any non Goliath cockroach bait.

**Mythic® Gel** is excellent value for money, easy to integrate into existing treatment regimes with current equipment, and safe to use in sensitive locations.





## Effective Use for the Greatest Value.

**Mythic® Gel** contains 0.4% chlorfenapyr in a highly attractive, palatable and stable bait.

**Mythic® Gel** is supplied in 30g cartridges, each sufficient to produce more than 300 standard 0.1 g bait points and treat up to 300m<sup>2</sup> of infested surfaces. Recommended application rates vary by cockroach type and level of infestation. As a guide, the following number of bait points are likely to be required for normal cockroach infestations in typical situations.

Further advice on effective placement in key locations is available at [www.pest-control.basf.com](http://www.pest-control.basf.com)

Cleaning areas before treatment will improve the effectiveness of **Mythic® Gel** by minimising other sources of food. Repellent insecticides should not be used in the vicinity of bait spots and customers should be alerted to their location to avoid inadvertent removal in routine cleaning.

Recommended <b>Mythic® Gel</b> Application Rates*		
Cockroach type	Normal Infestation	Heavy Infestation
German cockroach / Brown-banded cockroach	1	2
American cockroach / Oriental cockroach	2	3

\* Standard 0.1g spots per square metre of surface to be treated.

Typical <b>Mythic® Gel</b> Baiting Requirements.	
Situation	Spots ** Required
Domestic apartment – kitchen	10–25
Domestic apartment – bathroom	up to 12
Domestic apartment – other rooms	up to 12
Commercial kitchen (40-50 covers)	100–300
Commercial bar/restaurant (40-50 covers)	60–100

\*\* Standard 0.1g spots

### Competitive Pricing and Ideal for Everyday Use.

**Mythic® Gel** is attractively priced against both the market-leaders and generic gel baits; especially given its proven quality and efficacy.

Its competitive price per tube makes it highly economical and benefits can also be gained by its use as a resistance management tool within current baiting regimes.

For the easiest integration into established programmes, **Mythic® Gel** can be



applied through the same applicator guns and with the same number of bait points as **Goliath® Gel**.

**Mythic® Gel** is approved for use in domestic, commercial and industrial premises and public buildings – including food

storage, processing and preparation areas – and well suited to treating sensitive areas with minimal disruption by applying discretely to out of sight locations.

